

**NEMOA Education Xchange Scholarship Criteria**

***About National Etailing and Mailing Organization of America (NEMOA)***

NEMOA offers direct marketing merchants of all sizes, and the vendors that service them, an affordable network to **SHARE** knowledge, **LEARN** about industry trends and **CONNECT** with peers and experts in a non-selling environment.

***NEMOA’s Education Xchange***

Annually, NEMOA awards four to six scholarships to students interested in the multichannel marketing industry. Students attending an accredited university or college and majoring in marketing, multichannel marketing, advertising, communications, electronic marketing or a related field, can qualify.

***WHAT IS REQUIRED:***

* NEMOA’s **application** must be completed by the student and submitted to the NEMOA contact at the school. Professors involved in teaching in the above-mentioned areas will select the students.
* A **writing sample** from the applicant is required and can be: a press release, copy for a print ad campaign, copy for a direct mailing campaign, copy for an email deployment campaign or e-newsletter or other sample indicating writing style.
* A **500-word essay** describing why you should receive this scholarship. Include why you have decided to study marketing, multichannel marketing, electronic marketing, advertising, communications or a related field and include your career plans upon graduation.
* **Three references**; one personal and two from the school’s faculty.

***SUBMISSION:***

**The completed application with supporting documents, including the writing sample, must completed by 12:00 Noon on March 3, 2017.**

**Recipients will be notified by March 10th if they have been selected.**

The Conference will be held at the Westin Boston Waterfront Hotel in Boston, MA on March 22-24, 2017.

[**directXchange by NEMOA 2017 Spring Conference**](http://nemoa.org/directxchange_by_nemoa_2017_sp.php)

***AWARD OF SCHOLARSHIP:***

The recipients of the Education Xchange Scholarships will be invited to attend the directXchange by NEMOA Spring Conference in Boston. Names of the award recipients will be posted on NEMOA website.

***QUESTIONS?***

Please email us at Lilliane@LeBelMarketing.com.

Application is on the next page.



**NEMOA Education Xchange Scholarship Application**

First Name

Last Name

E-mail

Address

City

State

Zip

University or College Attending

Year of Graduation

Degree

Major

Minor

**SECTION I**

A 500-word essay describing why you should receive this scholarship. Include why you have decided to study marketing, multichannel marketing, electronic marketing, advertising, communications or a related field and include your career plans upon graduation.

**SECTION II**

Three letters of recommendation from:

* One personal contact (neighbor, past employer, etc.)
* Two faculty members from the university or college you are attending.

**SECTION III**

A resume that includes job history, internships and volunteer activities.

**SECTION IV**

Attach a writing sample and indicate the type of sample attached; e.g. press release, ad copy, other etc.