



# Unfortunately,

# college doesn't last forever.

**But the skills you learn at the 2010 BMA Student  
Résumé Review scholarship event will last a lifetime.**

Jump-start your career while your future competitors are sleeping off their hangovers. If you're a full-time undergraduate or graduate student (with less than one year of professional experience) in marketing, advertising, public relations, communications or related fields, you're eligible for this rare opportunity.

#### **Fine-tune your résumé.**

Ten of the top advertising and marketing gurus from in and around Denver are converging on April 10 at one location. Their combined focus? To help you hammer out your résumé. Learn insider tricks and techniques, find out what skills employers are looking for, get the inside story on why you should not use Comic Sans font—and grab some lunch while you network with real-world professionals.

#### **Learn advanced interview skills.**

Of course, a killer resume is only as good as the interview it helps you land, which is why each student will participate in four or five mock interviews. There will also be roundtable discussions on topics like building a better portfolio, good answers to tough interview questions and what not to wear to your next professional interview.

#### **Maybe even land a job.**

The only "catch"? These "mock" interviews are with companies that have active, open internships or entry-level positions available. And they'll be interviewing students on the spot to fill these positions. Which means you could walk away from this little exercise with an actual job. That, like, pays you for your talent. Crazy!

#### **Or win cash prizes.**

That's right. On top of everything we've already mentioned, you could also win actual cash prizes (in the form of scholarships) awarded based on your résumé, professionalism and interview skills.

First prize:	\$500
Second prize:	\$300
Third prize:	\$200

#### **Nothing in life is free. Especially the good stuff.**

As much as we'd love to, we can't offer this experience for free. Total cost is \$25, which includes a Business Marketing Association of Colorado (BMA) student membership (a \$25 value), breakfast and lunch on the 10th, and admission to a BMA Keynote luncheon (a \$35 value) on Wednesday, April 14.

#### **Register today! Limited to the first 30 students.**

E-mail your resume and contact information to Christina Southern-Ewoldt, BMA Student Chair, at [christina.southern@leopard.com](mailto:christina.southern@leopard.com) by 5:00 p.m. on April 1. Please include your name, phone number, e-mail address, college, professors's name and contact info, degree, and expected graduation date. If you're one of the first 30 students to register, we'll see you April 10 at 8:30 a.m. at:

**The University of Denver—School of Hotel,  
Restaurant & Tourism Management Building**  
2044 East Evans Avenue  
Denver, CO 80208