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**THE WORD ASSOCIATION  
AWARDED GOLF TOURISM SCOTLAND CONTRACT**

Specialist communications consultancy The Word Association has been awarded a contract to provide PR services to Scotland's leading golf tourism trade body. The Fife-based agency will be responsible for co-ordinating Golf Tourism Scotland's media relations and maximising the impact of its annual awards event.

Work started on the account last month with a targeted campaign to raise awareness of the GTS Gold Standards Awards, which this year will be held at the Turnberry Resort in Ayrshire. As The Word Association's senior partner noted, the new contract was a perfect fit for the agency.

"The focus of our business is providing PR and marketing services to the golf industry, so working alongside GTS was an ideal fit and a great opportunity to utilise our range of skills," said Yvonne Alexander. "It's a tough time for the industry but there are plenty of things to shout about including the growing reputation of the GTS Awards. Our aim is to raise the awards' profile even further and develop a stronger media presence for GTS."

Although the Word Association is a specialist consultancy working across a range of industries, it has a strong background in the golf sector. As Alexander pointed out, this latest contract not only illustrates the company's sporting expertise but also its ability to adapt and fine-tune its specialist services.

"GTS has a specific role that it fulfils within a number of sectors within the golf industry," she explained. "Like us, it applies a set of fundamentals to each one including championing best practice and improving services across the board. Our aim is to help our clients create and realise opportunities for their business. In many ways, we have the same goals."

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Note to Editors

- 1) The Word Association is a Fife-based PR firm that specialises in tailor-made communication and marketing services.
- 2) Its clients include international resorts, golf course architects and photographers.
- 3) Yvonne Alexander spent many years in the international exhibition industry liaising with the dti and British consulates as well as working as the marketing and communications manager for the Trade Association of Exhibition Organisers (the AEO). Latterly, as admissions and recruitment manager for the University of Dundee, she promoted Scottish higher education to a world-wide audience.
- 4) She works with a series of associates who specialise in copywriting, design and photography.
- 5) The GTS Gold Standard Awards will take place at Turnberry on 5 November

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