

## SPECIALIST GOLF PR AGENCY TO ATTEND THIS YEAR'S IGTM

The Word Association will be treading the exhibition floors at this year's IGTM event marketing one of its international clients. The stunning Polish resort at Modry Las Golf Club, recently included in Golf World's top 100 European courses, will be exhibiting at the event for the first time and has called on The Word Association to promote the new course during the exhibition.

"This year's event in Malaga is a great opportunity for Modry Las to present itself to the international golf travel market," explained Yvonne Alexander, senior partner at The Word Association. "We will be there to market the resort and meet up with colleagues after an exciting year for both our clients and The Word Association."

The Word Association recently announced a new contract with Golf Tourism Scotland to co-ordinate its PR activities and promote its annual awards.

For more information, please visit stand H49 from the 16-19 November or call +44 (0) 1337 858 807.

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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.

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