

## **Competition Rules and Regulations**

To be eligible for this competition, you must be an undergraduate or postgraduate student from a UK University or higher education college. Your degree can be in any discipline but your year of graduation must be 2008 to 2010.

A maximum of two entries can be submitted per person. Entries must be provided in one of the following formats:

Text: PDF, Word document, PowerPoint document.  
Image: JPEG, PNG, Gif at 640\*480px.

Entries will be accepted up until midnight on the 31/07/09. All entries will be judged by a panel selected by the IDM. The best 6 entries in the judges' opinion will be invited to attend an interview. The interview process will commence in August. Winners will be notified by email, telephone or post within 14 days of the final interview, and will then have 14 days within which to accept the prize. Failure to accept the prize within the time limit will result in an alternative winner being selected.

Whilst every care will be taken by the IDM, no responsibility can be accepted for entries lost, delayed or misdirected. Incomplete or illegal entries will be disqualified. The IDM cannot be responsible for technical errors in telecommunication networks, internet access or otherwise preventing entry to competition.

The IDM reserves the right to make the final selection of winners. The judges' decision is final and no correspondence will be entered into. The IDM reserve the right to select an alternative winner in the event that the IDM has reasonable grounds for believing that an entrant has contravened any term or condition of entry.

It is the responsibility of the applicant to seek the necessary permission and authority to use materials, or other property belonging to third parties and to obtain the permission to use images of any other person involved in their submission. Individuals are held responsible for any views/opinions expressed in their submission.

In the event that the IDM is prevented from carrying out its obligations as a result of any cause beyond its control such as but not limited to Acts of God, war, acts of terrorism, air line flight cancellations, strikes, lock-outs, flood and failure of third parties to deliver goods or services the IDM shall be relieved of its obligations and liabilities for as long as fulfilment is prevented.

The Prize. The placement will be with a specified agency and will be for the duration of 4 weeks. The cost of accommodation, if required, will be included in the prize. Placements will be unpaid although candidates will be eligible for a contribution towards living expenses. This will be specified on acceptance of the prize.

Prizes are non-refundable, non-transferable, non-upgradeable and has no cash value. If due to circumstances beyond the IDM's control the IDM is unable to provide the stated prize, the IDM reserves the right to award a substitute prize.

The dates stipulated for the placement will be specified and cannot be changed.

Winners are required to produce a video diary/blog of their work experience which will be featured on the website <http://www.urthebrand.co.uk>

By agreeing to these rules and regulations you thereby give permission for your entry to be viewed by the public and prospective employers and to be used in future promotional material for the IDM. No fees will be payable.

To view the IDM's data protection policy please visit [www.theidm.com/privacy](http://www.theidm.com/privacy)