

automotive content professional scholarship

The Automotive Content Professionals Network Committee (ACPN) is accepting applications to award three (3) deserving content professionals with a scholarship to attend the **2020 ACPN Knowledge Exchange** conference, which is the largest gathering of catalog professionals and their vendors and solution providers.

Attended by most major manufacturers, distributors and parts experts in the automotive content industry, the ACPN conference provides a focused and unique opportunity to learn, share best practices, network with peers, and interact with service providers in the content management space. At the ACPN Knowledge Exchange, catalog managers can learn how to develop more accurate catalogs, gain insights on more efficient production processes and become aware of new technology and techniques, which will ultimately help them and their companies:



Sell more products



Reduce costs



Increase efficiencies

The scholarship includes:

- ACPN Conference entrance fee
- Hotel room (Sunday through Tuesday night, covers the cost of the room only)

eligibility

- 1 The scholarship is open to content professionals that have never been to an ACPN and/or NCMA conference.
- 2 The applicant's employer must be an Auto Care Association member in good standing.
- 3 The scholarship applicants should have achieved success within their organizations through professionalism, hard work, dedication and remarkable abilities.
- 4 Applicants are examples of outstanding professionals in the auto care industry.



47th Annual Conference
May 3-6, 2020

Hyatt Regency Seattle
Seattle, Washington

For more information, visit autocare.org/acpn.

Full Name _____ Date _____

Title _____

Address _____

Phone _____ Email _____

Number of years in auto care industry _____

Awards and honors _____

In 150 words (+-), please explain why a scholarship to attend ACPN Knowledge Exchange will benefit you and your organization. Please explain why you think you deserve the scholarship.

supervisor

Why should this applicant be considered for ACPN's Automotive Content Professional scholarship?

required materials

Applicants must provide all materials to be considered (*additional pages can be added as needed*):

- Signed and completed application
- Travel expenses must be approved by your current supervisor to attend the conference
- Resume and bio
- Headshot

All materials must be submitted to acpn@autocare.org by Nov. 22, 2019.

disclaimer and signature

Scholarship honoree must attend all conference days May 3-6, 2020.

I certify that my answers are true and complete to the best of my knowledge. I understand that if I am selected for the scholarship that I will be requested to write a 300-word article on my experience at the ACPN conference for ACPN and Auto Care Association newsletters and social media. I will also be willing to participate with the committee in the planning/running of the ACPN conference. This would fulfill the service requirement for Automotive Content Professional (ACP) certification and I would earn .01 CEU from Northwood University for participating.

Signature applicant: _____ Date _____

Signature supervisor: _____ Date _____