

Media release for the Garden Centre Association

GCA members' marketers to compete for Worrall Cup

MEMBERS of the Garden Centre Association (GCA) are being invited to compete for the chance to win the Worrall Cup for their marketing activities this year (2015).

During the association's annual conference in January (2016), which also sees the organisation mark its 50th anniversary, the garden centre judged to have the best marketing campaign or initiative will be awarded the prestigious cup.

Iain Wylie, Chief Executive of the GCA, said: "This represents a great opportunity for members to showcase their marketing skills to win this significant association award.

"We're on the hunt for the garden centre that has come up with the best, most inspiring marketing campaign or initiative in the last 12 months. We want our members to show flair and creativity and most importantly inspire other members to follow suit.

"As this award is not influenced by the annual inspection all entries have an equal chance of winning when the judging panel meet to assess the merits of each submission and decide the winner."

To enter people can request a form via info@gca.org.uk or download one from www.gca.org.uk.

Entries can be submitted via email at info@gca.org.uk. The deadline is 5pm on Friday, January 15.

Iain added: "The entries will be judged by an independent panel of judges with marketing expertise.

"The winner will be announced during our annual dinner awards ceremony, which takes place at the end of our golden jubilee conference, on the evening of Tuesday, January 26.

"As always our conference will provide attendees with pertinent information on key aspects of the garden centre industry to assist members in achieving their business goals.

"The information shared will focus on a wide range of topics, including merchandising, marketing and management. There will also be plenty of opportunities for delegates to network and socialise."

The GCA represents nearly 200 garden centres nationwide.

Through sharing information and its inspection programme the GCA helps members to achieve high standards in customer service, plant quality and reliability.

The deadline for Worrall Cup entries is 5pm on Friday, January 15. Entries can be submitted via email at info@gca.org.uk.

The GCA's annual conference will be held at The Grand Hotel in Brighton from January 24 until 27, 2016. More than 300 delegates are expected to attend the event.

For other information, please call 0118 930 8918, visit www.gca.org.uk, log on to www.facebook.com/pages/GardenCentreAssociation or follow the organisation on Twitter at www.twitter.com/GC_Association.

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For further media details, please call Porcupine PR on 01278 446801 or email Rachel@porcupinepr.co.uk. Alternatively, please contact Iain Wylie, GCA Chief Executive on 07843 633408 or email Iain@gca.org.uk.

Photo caption: Iain Wylie, Chief Executive of the GCA.

