



## ICMA Centre - Alumni Case Study Form

Thank you for agreeing to write a case study for marketing use at the ICMA Centre.

Please note that it may be necessary on occasion to edit/revise the wording of a case study to conform to different layouts in some publications.

### Data Protection

In order to comply with the principles set out in the 1998 Data Protection Act, the ICMA Centre requires consent to use any student's personal information in any of its marketing material. By signing, the declaration below you authorise the University to use your data in one or more of the following ways:

- Publication in prospectuses and other University promotional literature
- Publication as part of an advertisement or advertisement feature
- Publication on the University or partner College web or intranet sites
- Publication in non-University publications that the University approves and authorises.

If you should wish to withdraw your consent at any time, please contact Lucy Hogg, Marketing Manager on +44 (0)118 378 6496, email [L.hogg@icmacentre.ac.uk](mailto:L.hogg@icmacentre.ac.uk)

First Name:

Surname/Family Name:

Surname at graduation (if different)

I give consent for this profile to be used in any of the above ways from the date signed.

Signature:

Date:

### Graduate Information (for our records only)

Course/s:

Year of Graduation:

Email:

Address:

Postcode:

Country:

Telephone:

Mobile:

Name, town and country of previous school/college/ university attended:

## Life before, during and after the ICMA Centre

What were you doing previously to studying at the Centre, e.g. college, working etc?

What attracted you to the ICMA Centre and the course you chose?

What were the best elements of the course?

What mix of backgrounds and cultures did your fellow students offer? Was this beneficial and if so, how?

How did you cope with the demands of the course?

How did you rate the support offered by both the teaching and support staff? i.e. careers service

Why would you recommend this course to others?

## Career History (since graduating)

Current Job Title:

Company Name:

Industry Sector:

Year Joined:

Business Address:

Web Address:

Please give a brief history of your career since graduating.

What does your current role involve/What skills/knowledge gained from your course are you using in this job?

If you could sum up your time at the ICMA Centre in a one-line quote what would it be?

Please email the form together with a recent digital photograph to [l.hogg@icmacentre.ac.uk](mailto:l.hogg@icmacentre.ac.uk). Alternatively you can fax the form to Lucy Hogg on +44 (0)118 931 4741.

**Thank you for taking the time to complete this form it is much appreciated.**

