

Press Release

August 2008



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New Marketing Assistant for YBDSA

The YBDSA (Yacht Brokers, Designers & Surveyors Association) has appointed Sarah White as Marketing Assistant. A newly created role, Sarah's primary responsibilities include the promotion of both ABYA (Association of Brokers & Yacht Agents) and YDSA (Yacht Designers & Surveyors Association) to potential new members and increasing the boat-buying public's awareness of the Associations.

Reporting to Jane Gentry, Chief Executive, Sarah's marketing duties will be wide-ranging including advertising, digital marketing, PR and publicity material.

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Sarah specialised in marketing as part of her BA (Hons) Business Studies degree at Kingston University and has ten years marketing experience gained from working in the Grocery sector. She has a keen interest in sailing and other sports.

- Ends -

Issued on behalf of the YBDSA by Next Step Marketing

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Notes to Editors

Members of ABYA and YDSA are selected by Committee and are professionals with a track record of experience and competence, giving boat buyers and owners complete confidence. All members are required to adhere to the Association's Code of Practice and to have Professional Indemnity Insurance. Regular training courses are held by the Associations to keep members up-to-date with current practices and technology and to ensure that ABYA is the recognised association for boat brokers and YDSA for designers and surveyors, within the UK and Europe.