



Get Set to Experience: DMA Talent

Earn and Learn as an Apprentice

11th-15th July 2022

10am-3pm

Ages 16-19

If you're leaving Sixth Form, College or High School this year and want to begin a marketing apprenticeship, this is an opportunity not to be missed!

What Is The Opportunity?

Become a marketer for five days at our online experience week and work on a **real marketing challenge** set by a well-known brand.

You'll also meet employers **face-to-face** at one of our in-person one day workshops during the week, in either Edinburgh, Manchester, Bristol or London dependant on where you are based.

The week will get you ready to start a marketing apprenticeship, and connect you with marketing professionals.

We'll support you over the week with **hands on workshops** led by marketing professionals who'll help you focus your concept and form your creative ideas. You could even **land a marketing apprenticeship** from one of the employers you meet!

Application Deadline: 20/06/2022

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www.speakersforschools.org

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What You'll Be Doing:

Don't worry, it's not all lessons, and you won't just have people talking at you! All the sessions are very interactive, and we have lots of breaks planned.

Here's what you'll be getting up to:

Day 1: Marketing challenge set. meet the team you'll be working with and get started. meet marketing executive apprentices.

Day 2: Create your proposition and understand your customers. meet data analyst and customer relationship apprentices.

Day 3: Creative thinking workshop. you'll learn how to use channels such as social media and email. see what a marketing agency does. meet junior creative apprentices.

Day 4: Travel to the in-person employer workshop local to you. meet employers, fix your CV, and nail your interview skills.

Day 5: present your ideas in response to the challenge to the organisation that set it with your team.

What Do You Leave With?

You'll leave the week with experience of **working in a team** and formulating a **creative response** to a marketing challenge.

You'll have **presented your idea** to a judging panel and got some **feedback**, which will be very handy to refer to as marketing experience during interviews.

You'll have **made new connections** in the marketing industry that can help you get started in your marketing career.

Plus, we'll make you a **DMA Student Member**, giving you lots of resources and training you can access and add to your CV.

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