



Agenda

- 00.00am/pm **Welcome –**
Introduction for who the students will be working with for the day so they have familiar faces as well as a professional overview of the advertising industry.
- 00.00am/pm **Introduction –**
An opportunity to tell the agency's story. Talking about great campaigns and a bit of history can give context to everything else students will be learning about.
- 00.00am/pm **Tour of Departments –**
The advertising world is completely new and can be quite intimidating. This can be a good chance to understand how it all fits together.
- 00.00am/pm **Workshop –**
Interactive sessions for students. A chance to see how they could fit into an agency environment and where their skills may lie.
- Workshops can be anything from interactive briefing, creative brainstorming to reviewing of current ads.
- 00.00am/pm **Break –**
Don't forget about lunch! Pizza is an easy option but make sure you know if there are any dietary requirements.
- 00.00am/pm **Unlocking the door**
The students should be leaving with a clear idea of what options are available to them if they would like to pursue a career in advertising. The IPA will also share information on apprenticeships available and other options.
- 00.00am/pm **Summing up and Q&A session**
Allow time to discuss what has been learnt and what people can take away from the event wherever their careers may lead.
- 00.00am/pm **End of the day**