



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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## 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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