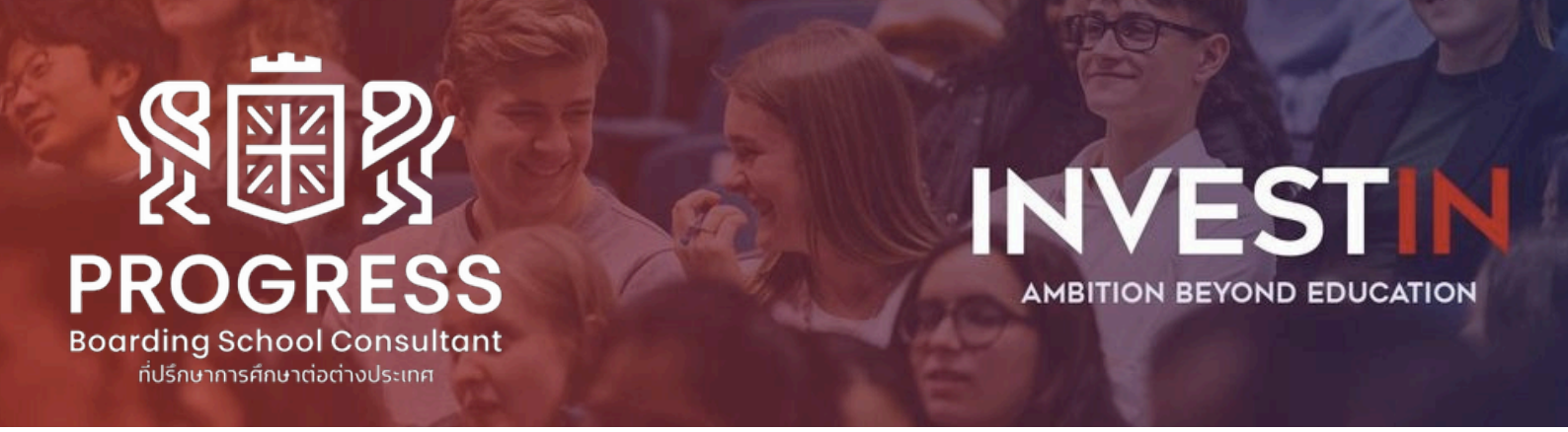

Immersive Career Experiences : 1 Week

Managing a Media Empire

- Take the reigns of a struggling media giant and turn it around
- Respond to dynamic client briefs using state of the art marketing tools
- Present your end-to-end renewal strategy and receive bespoke feedback from industry experts

Creating Viral Campaigns

- Create professional quality visual content ready for Youtube, TikTok and more
- Understand the tricks of the algorithm and learn how to use it to your advantage
- Amend your content to appeal to a wide range of audiences

Write and produce your own podcast

- Step into the shoes of a podcast producer and understand how to engage the masses
- Undertake a technical skills work shop to learn the production and post-production process
- Present your live podcast episode to experts and an audience

PROGRESS TO THE UNITED KINGDOM
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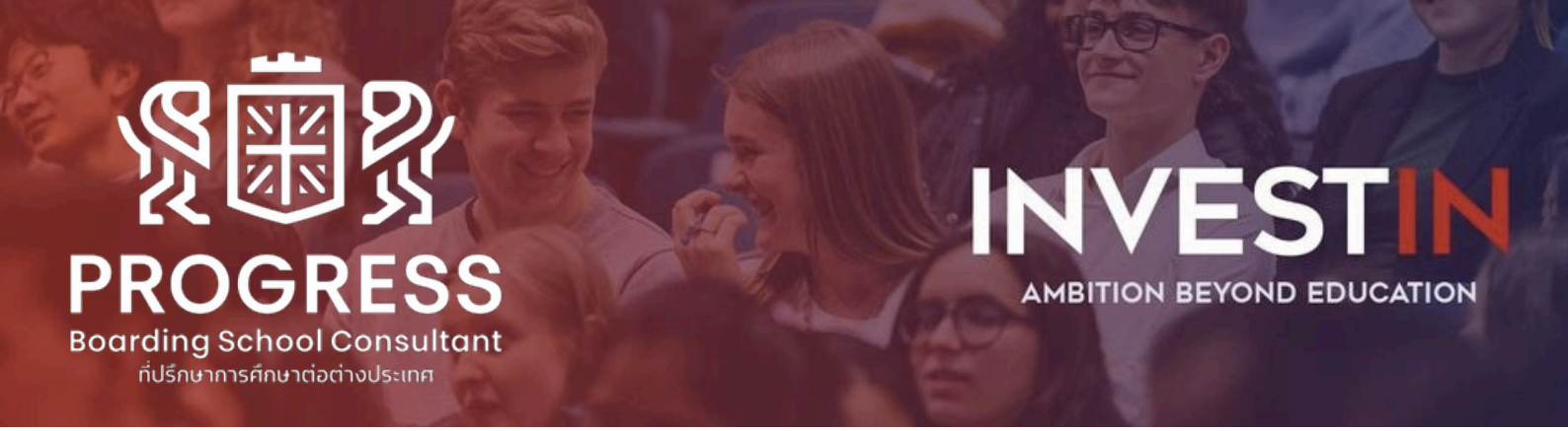
Progress to the UK



Immersive Career Experiences : 2 Week

PR Crisis Management

- Respond to a rapidly developing PR crisis under time pressure
- See the real time impact of your decisions on your brand reputation and client satisfaction
- Work with PR experts to create your response and receive their guidance every step of the way

Entering the Broadcast Studio

- Step onto the set of a real-life broadcasting studio and tour behind the scenes
- Experience the pressure of a live broadcast and learn how to thrive in a complex television environment
- Meet with news reporters, producers, editors and more as you build a picture of this industry

Political Journalism and Tackling Misinformation

- Battle with online misinformation from bad actors as you enter the intersection of politics and the media
- Report on a rapidly developing sensitive story and understand how to bring this to life for a range of audiences
- Guide a wayward politician with the skills and techniques you have learned and help get their career back on track

Build your Career Strategy

- Compete under authentic agency conditions with competitive presentation pressure
- Showcase your portfolio of work produced throughout your experience
- Graduate with a LinkedIn ready certificate

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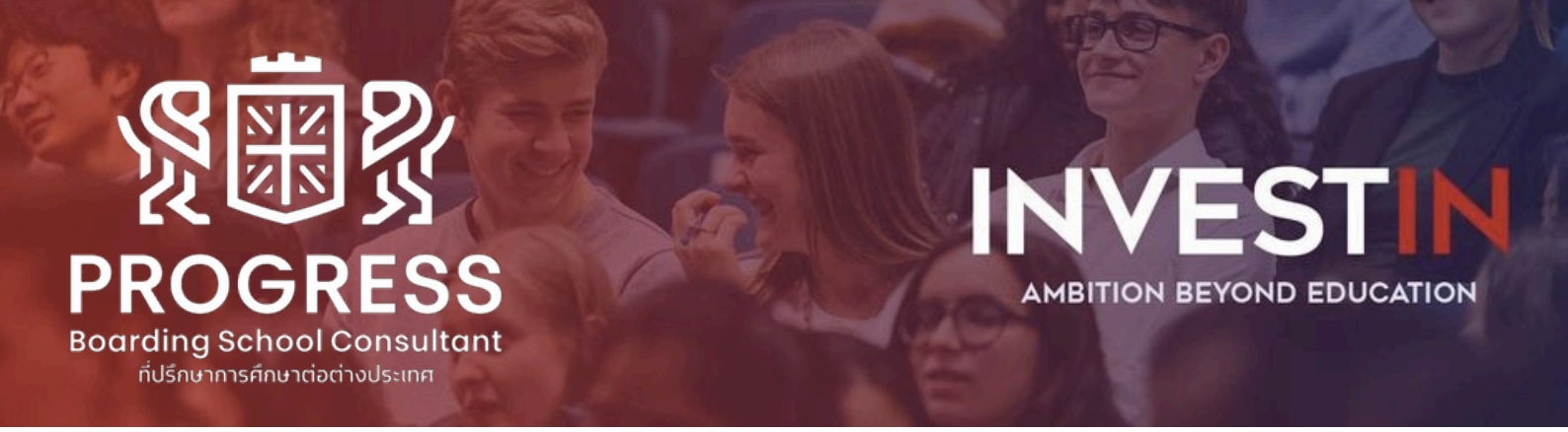

Immersive Career Experiences : 2 Week Premium

Premium

Upgrade your 2-Week Summer Experience to Premium and gain an extra 15 hours of exclusive time with professionals and build a professional development portfolio to kickstart your future career.

The 2-Week Premium option includes all the benefits and experiences of the first and second weeks, plus a weekend of extra career development opportunities and a private Gala dinner on the penultimate evening. The assessment to receive a Level 3 Award in Work Experience and UCAS points is also included.

Highlights

- Participate in a series of expert professional development and university admissions masterclasses such as CV-writing, LinkedIn & personal branding, Oxbridge & Ivy League applications

- Undertake expert psychometric testing & personality profiling to develop your self-awareness and understand your core strengths, motivations and development areas

- Compete as a team in an assessed immersive strategy game

- Attend a private Gala dinner in central London with professionals, with keynote speeches and a networking reception

- Have your work assessed to receive a Level 3 Award in Work Experience and UCAS points to add to your university application.