



MediaCom hosts virtual Q&A event with Lord Sugar

COVID-19 EVENTS

IN CONVE

16 SEP 2020

Our very own Chief Client Transformation Officer Claudine Collins was joined by British Businessman and Entrepreneur Lord Sugar in a lively Q&A. We presented a unique experience in which Lord Sugar discussed career development and challenges he has faced, his involvement in reality TV hit “The Apprentice”, as well as examined consumer business in the time of Coronavirus and how to navigate our “new normal”.

Lord Sugar kicked off the event by discussing his personal life, before success. He explained that despite obvious hardship growing up, having this “hunger”, “entrepreneurial spirit”, as well as other factors, led to the success of his businesses in multiple industries.

We also hear about COVID-19’s effect on Lord Sugar, including the success and struggles of his businesses with previous Apprentice contestants, as well as his opinion on how the Government is managing the pandemic. He discusses how he believes working from home

cannot last forever and how London's High Streets might struggle if this is the 'new normal'.

We also discussed whether BBC hit "The Apprentice" will be going ahead with the 16th series as usual due to the current circumstances,

To find out more, you can access the full Q&A below

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