

# MediaCom London Insight day

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SAFIYAH HAJJAJ - PLANNING APPRENTICE 29 MAR 2018

Wednesday 28<sup>th</sup> March saw this year's cohort of apprentices' plan and host the first MediaCom Insight day of 2018.

After hosting a series of successful Insight Days last year, we wanted to use this opportunity again to introduce individuals to life working in a media agency and the array of opportunities MediaCom has to offer. The event proved a success with over 100 people in attendance. Individuals were able to take part in an immersive and interactive day which included presentations, department careers fair, stretch sessions, and a Q&A session with a fantastic panel!

The day kicked off with a series of presentations from UK CEO Josh Krichefski; Head of Diversity, Inclusion and Future Talent Nancy Lengthorn, and a handful of MediaCom apprentices. The attendees were given the opportunity to find out more about our

apprentices' daily roles, what MediaCom means to them and their individual journeys into the company.

The first interactive session of the day involved a team building activity which was a great way to settle introductions and relax everyone. This was followed by a careers fair which featured a partnership activity from MBA and presentations from TED, Planning, and Data and Technology /AdOps. The objective of the sessions was to provide a broad insight into the roles, clients and campaigns each team has worked with.

The attendees also got the opportunity to take part in a stretch session led by our senior strategists Lucy McMullin, Richard Beecroft and Geoff De Burca. Given the brief of the unreleased Universal film, 'Mortal Engines', the attendees had to brainstorm a series of ideas to generate buzz around the upcoming film. During the stretch, individuals had to come up with a name for the campaign, draw a visual representation of their idea and then present their final story boards. A fantastic range of ideas was generated including immersive VR experiences, partnerships, TV ads and so much more.

The day ended with a panel discussion, during which the audience was given the opportunity to pick the brains of some of the great minds of MediaCom and media owners Quantcast. With around 60 years of combined industry experience on the panel, and MediaCom's apprentice Ashley Ogunremi as host, channelling his inner David Dimbleby, questions included opinions on apprenticeships, personal journeys in media and the role that young people currently play in marketing.

We would like to take this opportunity to give a special thank you to SnapChat for providing goodie bags, Quantcast for providing an amazing lunch and Oath for partnering with us, demonstrating their new AV/VR products. We would also like to say a massive thank you to all those involved who helped make the day such a success, especially the amazing panellists: Claudine Collins, Managing Director UK; Luke Bozeat, Chief Operations Officer; Andrew Spurrier-Dawes, Digital Director; Aisha Addison, TED Planner and Nic Conmara, Senior Account Manager at Quantcast Caoilfhionn.

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