



**MEDIACOM**

EVENTS

# MediaCom London opens its doors for Insight Day

INSIGHT PEOPLE TALENT

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On Friday MediaCom London was part of a nationwide industry careers day, opening its doors to 60 individuals looking to experience the world of media first hand.

This new initiative -Advertising Unlocked – encouraged agencies to open their doors to students, school leavers, graduates and career switchers alike in a bid to give them a taste of what it's like to work at an agency.

Here are 5 take-aways from the day:

- Creativity belongs to all of us

Despite there being roles in the industry which are quite clearly defined as 'creative', creativity is not mutually exclusive and campaigns are enhanced by input from different types of minds. By taking part in a stretch

session and working on real industry briefs our attendees got the chance to experience the freedom of letting your ideas run wild and how these are translated back to the client to become a tangible media plan.

- **Media planning matters**

Managing Partner, Geoff de Burca gave a great talk on Planning, explaining the benefits of being a comms planning agency, as it gives us the ability to see the whole picture. He talked our attendees through the process from consumer insight, to picking the right media channel mix and finally the execution of a successful campaign.

- **Be courageous**

Graeme Canter, our joint Head of Investment, took time out of his busy day to share his wealth of experience in the media industry. He spoke about the characteristics he values and aims to instil within his department, namely: courage. In such a fast-paced industry Graeme pinpointed the importance of conviction when putting forward new ideas as a way to stay innovative. He also shared the great tip of ending every presentation on a picture of a cute dog – because who doesn't love a puppy!



- **A day in the life**

Our attendees were lucky to gain real world insight into the day-to-day life of an exec at MediaCom. They were able to take a walk in their footsteps, experience their daily tasks and see what it's like to work as part of the team here.

- **A bad day doesn't have to be a bad day**

Chief Transformation Officer, Sue Unerman shared one of her most valuable insights from a long and successful career in the industry in a Q&A with our attendees. Whether it be a bad interview, a job rejection

or messing up a presentation, the key to moving forward is having perspective. The advertising industry can be high pressured, and with big budgets and public exposure at stake, a mistake could feel like the end of the world; but it isn't. Luckily in our profession, if we mess up it won't cost lives. Therefore, if you think you're having a bad day you can turn it around by taking a step back and re-evaluating your problem.

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