

## How To Get Ahead In Advertising



During the summer I managed to get a work experience placement with M&C Saatchi. I'm in my second year at the University of Birmingham, studying a BA in History and Politics.

For all those who do not know much about M&C Saatchi. Firstly, it's an advertising company but like most successful business' it has expanded and now has a PR company running along side it, "Talk PR". They have done many memorable advertising campaigns such as British Airways, NatWest and Ribenia, to name a few.

When I first arrived I was overwhelmed at the relaxed atmosphere and casual clothing in the office, yet the dedication everyone had to their roles.

Most of the people who worked there were only a couple of years older than me; this gave me something to aspire to, to be as successful as these graduates and that working for such an eminent company around the world is a realistic aim.

This was a stark contrast from previous work experience placements, where everyone wore suits.

During my time at M&C Saatchi I worked on the Account Managers floor but I was sent off to help everyone from TV, helping with a Daily Mail campaign – so you might see some of my work on television - which is always exciting, to Talk PR.

I got a chance to learn about many different aspects of the business. Personally I enjoyed PR and the fast moving pace of it.

As a deaf person the office environment at M&C Saatchi was accessible. However a lot of meetings take place in the middle of offices at the spur of the moment which in such a large building meant sometimes speech was muffled.

I have, however, always found people are good natured and will make an effort to make sure that you understand. Small things, for example, like asking people to look at you when you're speaking make all the difference.

Fortunately my hearing is good enough to hear on a telephone, however this is not something I feel confident in doing, so throughout the week I used email as a method of communication. Deaf students should not be scared of the working world as with the advances of technology increasingly the access is there for those who need it.

Finally, I would like to thank Vanessa for arranging this placement. I've benefited greatly from all the experiences and placements over the last couple of years, and I now finally have an idea of what I'd like to do in the future.