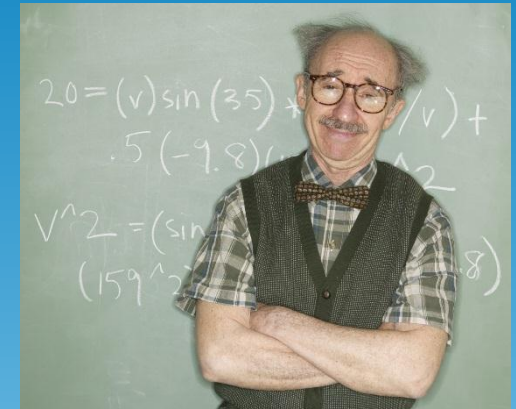


# Getting a job in advertising - What do interviewers expect from graduates ?

Frances Illingworth – Global Recruitment Director

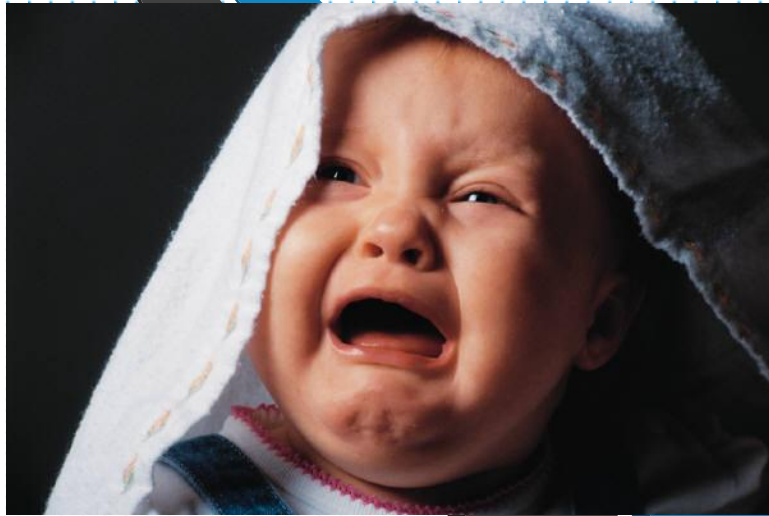
# Getting an Interview

- Talk to your teachers/career guides.
- Consult trade bodies  
IPA – [www.ipa.co.uk](http://www.ipa.co.uk)
- Exploit any connections you have
- Grad fairs/grad sites
- As much research as you can.



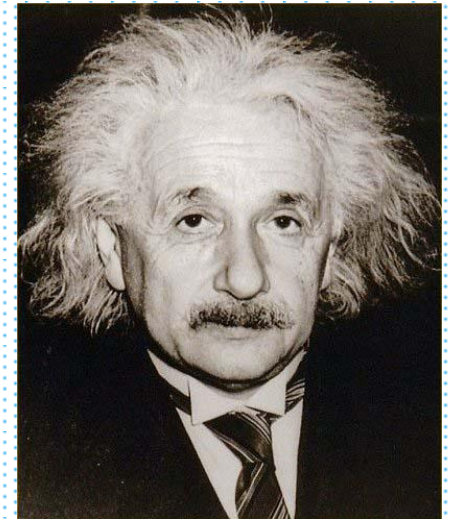
# The Application

**Be concise and clear**



**Don't try to be too clever**

**Avoid emotion**



# How interesting are you?



- **Provide links to work/projects**
- **Interests**
- **Travel?**
- **Work experience**



**Avoid social media/Twitter**



Be Prepared!

# Preparation

**Prepare. Prepare. Prepare.**

**Research and read about who is interviewing you**

***What will you be asked?***

- **Why marketing/communications?**
- **Why client services/planning etc.?**
- **Issues facing industry?**
- **Campaigns you admire?**

# THE INTERVIEW



- What to wear - be respectful.
- Don't ask what you'll be paid
- It's OK to stop and start again
- Meals
- Drinking



# Prepare some intelligent questions for the interviewer



Put them on the spot!

# *The Workshop/Team Session*

- Are you collaborative?
- Do you have leadership potential?
- Assess team members
- Keep focussed
- Don't dismiss anyone's ideas
- Set out a schedule
- Do not bully or demonstrate aggression





# *Some Thoughts*

- *Passionate about what we do*
- *Curious about the world*
- *Someone we'd like to work with*
- *Will work hard and be committed*



# DON'T FORGET:

## Send an e-mail to say thanks!

For details on upcoming EdCom webinars please  
visit: [www.eacaeducation.eu](http://www.eacaeducation.eu)