

WEEK 1

WELCOME & JOINERS PANEL

M&CSAATCHI
OPEN HÔUSE

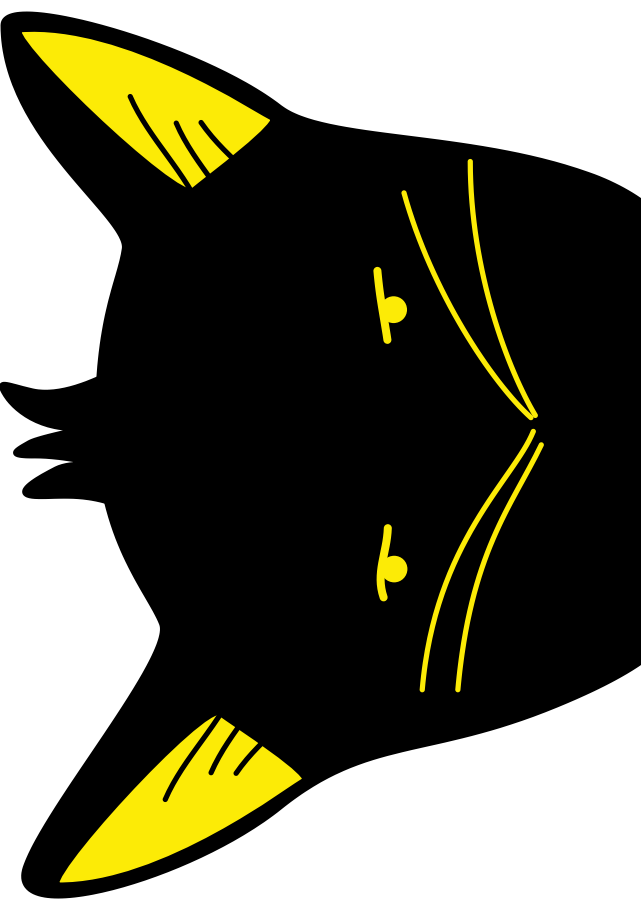
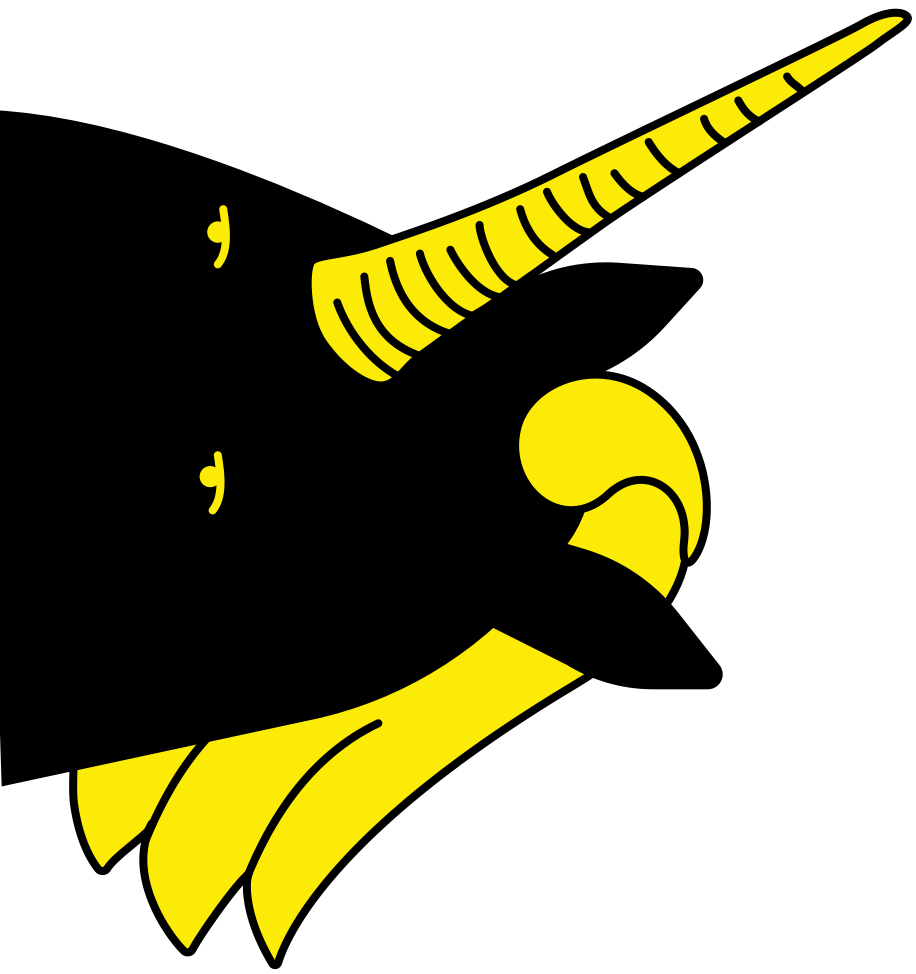


AGENDA

A quick intro to M&C Saatchi

And the business we are in

Then, the chance to hear from our Open House joiners



DIVERSITY OF THOUGHT

Similar people think similar thoughts.

Diversity of people creates diversity of thought.

Diversity of thought is therefore a creative necessity.



OPEN HOUSE HAS REACHED 6,270 PEOPLE

aged **16 - 60** in **101** countries

1,901 coursework tasks submitted **2,232** certificates received
530 applied for a role **220** attended assessment days

22 permanent hires including
4 Apprenticeships plus
10 internships

UK Equal Opportunities Data for 2023 shows...

73% identifying as female
60% from under-represented ethnicities
28% from the LGBTQ+ community
12% identifying as a person with a disability



Since launch 2020

M&CSAATCHI
OPEN HOUSE

Programmatic Executive

Junior Data Strategist

Psychotherapist

Artworker

Account Manager

LiveX Consultant

Operations Coordinator

Illustrator

Programmatic media

Mid-Weight Designer

Head of D&I

Hard to reach audience expert

Campaign Manager

Office Manager

Receptionist

Search & Social Manager

Studio Designer

Art Director

Project Manager

Planning Director

Back End Developer

Media Biller

WHAT ROLES ARE THERE IN THE INDUSTRY?

Content Producer

Email Developer

Partnerships Executive

Junior Copywriter

Data Analyst

Accountant

Facilities Manager

QA Analyst

Strategist

Corporate Comms Specialist

Media Advisor

Social Media Expert

Head of Brand & Culture

Research Assistant

Managing Partner

Talent Manager

Events Organiser



M&CSAATCHI
OPEN HOUSE

WHAT SORTS OF THING DO WE MAKE?



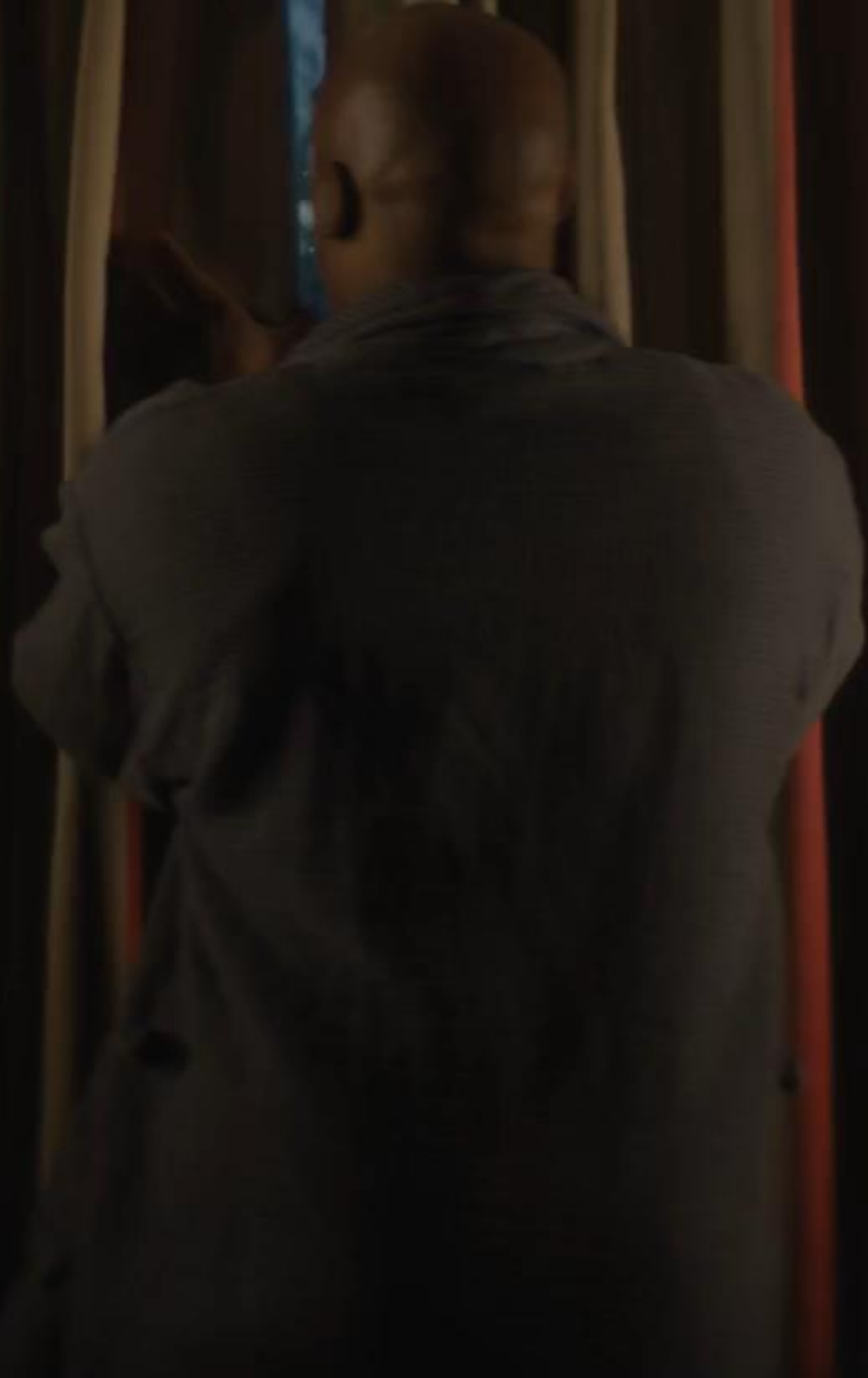
M&CSAATCHI
OPEN HOUSE

WE MAKE ADS (THAT HELP SAVE LIVES)



M&CSAATCHI
OPEN HOUSE

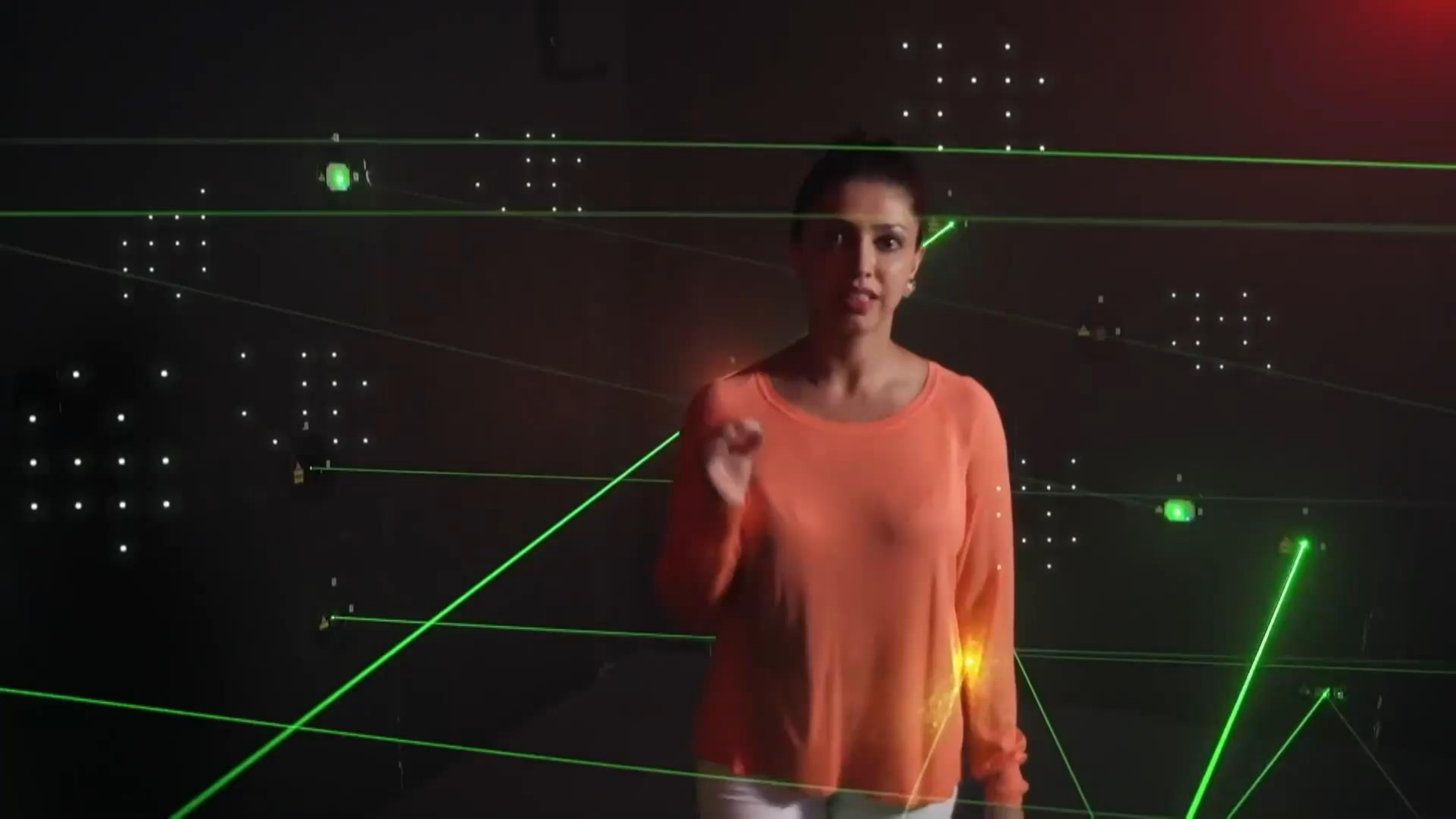
NHS



AND THE PLANET



M&CSAATCHI
OPEN HOUSE



WE MAKE THINGS PEOPLE LIKE AND SHARE.



M&CSAATCHI
OPEN HOUSE



WE MAKE AN IMPACT ON CULTURE.



M&CSAATCHI
OPEN HOUSE

LIKE THE IDEA OF MAKING THINGS LIKE THIS?



M&CSAATCHI
OPEN HOUSE

**LET'S MEET OUR
FABULOUS PANEL**





Taz Latif
Global Head of Diversity, Equity & Inclusion
M&C Saatchi Group

HELLO!





HOUSE RULES

The Chat function has now been turned off.

Please use the Q&A function to ask the team behind the scenes any questions throughout.

Please use the transcript (subtitles) functionality in Zoom if you need to.

This session will be recorded and uploaded to the login site following the session, so don't worry if you miss anything!

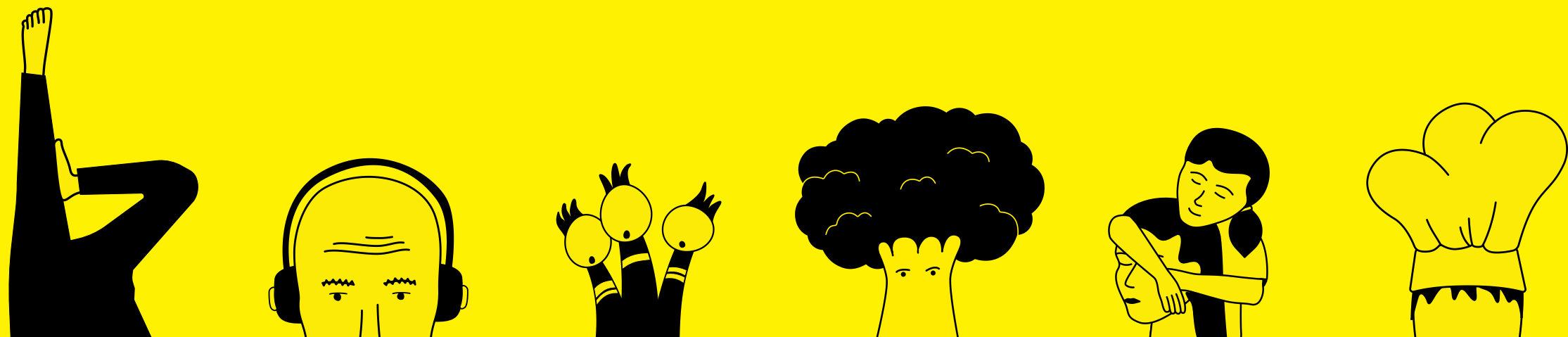
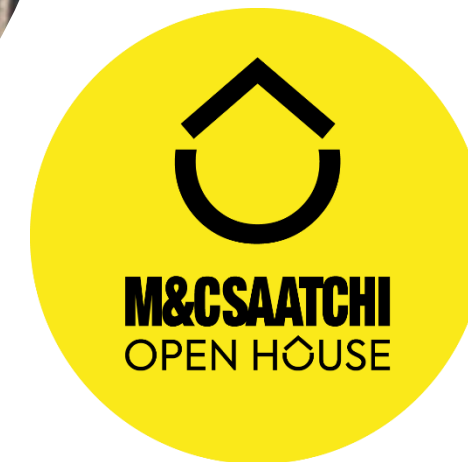
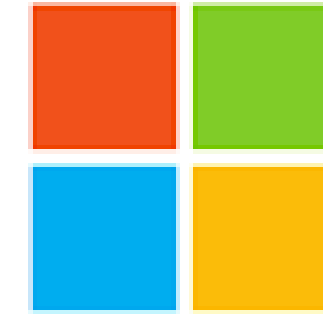
At the end, some of your questions will be answered in a live Q&A



HANNAH

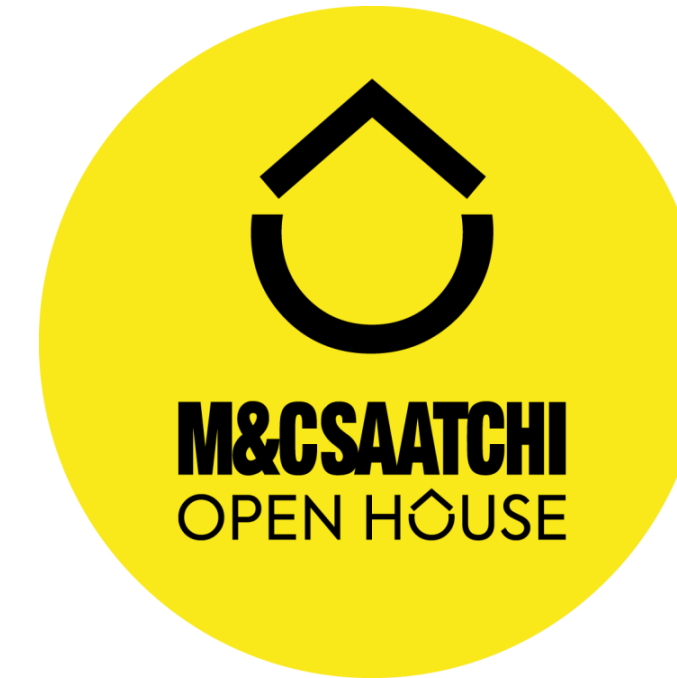
SNR. STRATEGIST

M&CSAATCHI LONDON



ROSS

ACCOUNT MANAGER
M&CSAATCHI LONDON



STEPH

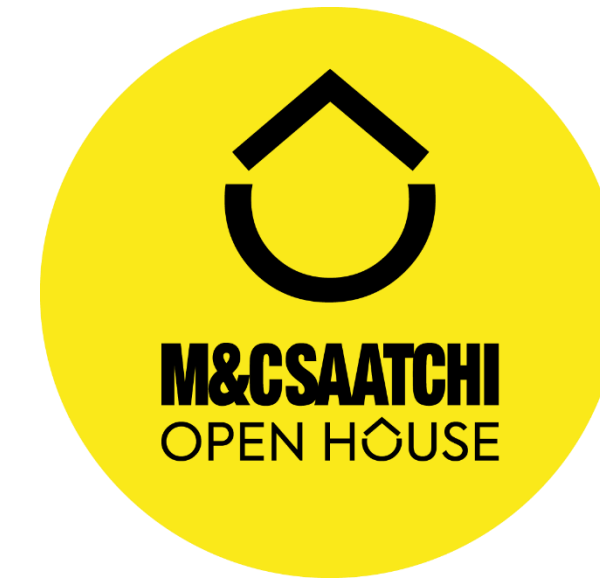
ACCOUNT EXECUTIVE
M&CSAATCHI
SPORT & ENTERTAINMENT



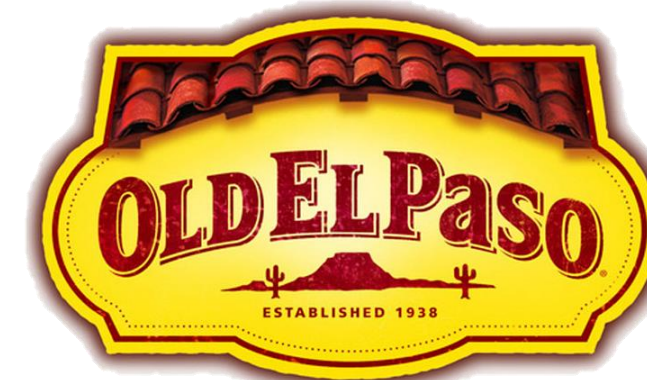
PERSONAL

TRAINER

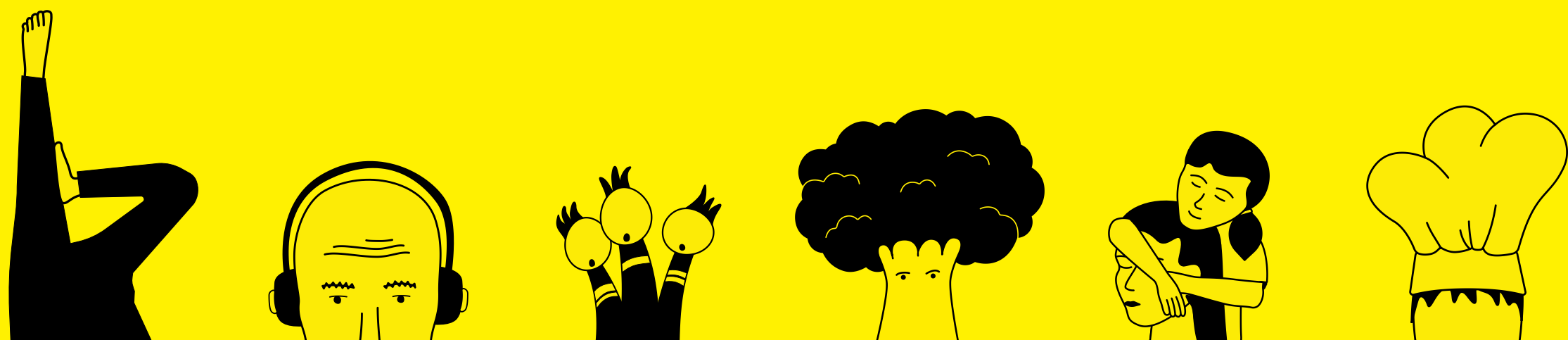
 UNIVERSITY OF
ABERDEEN



 BARCLAYS

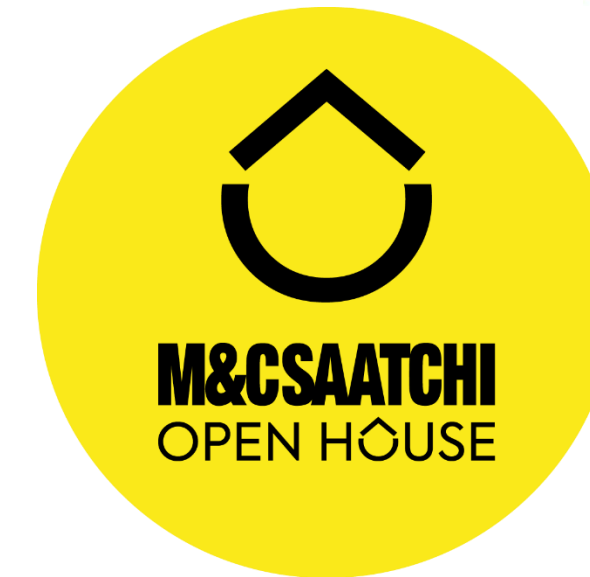


WHOOP®



UNIVERSITY OF
WESTMINSTER

THE GLASGOW
SCHOOL OF ART



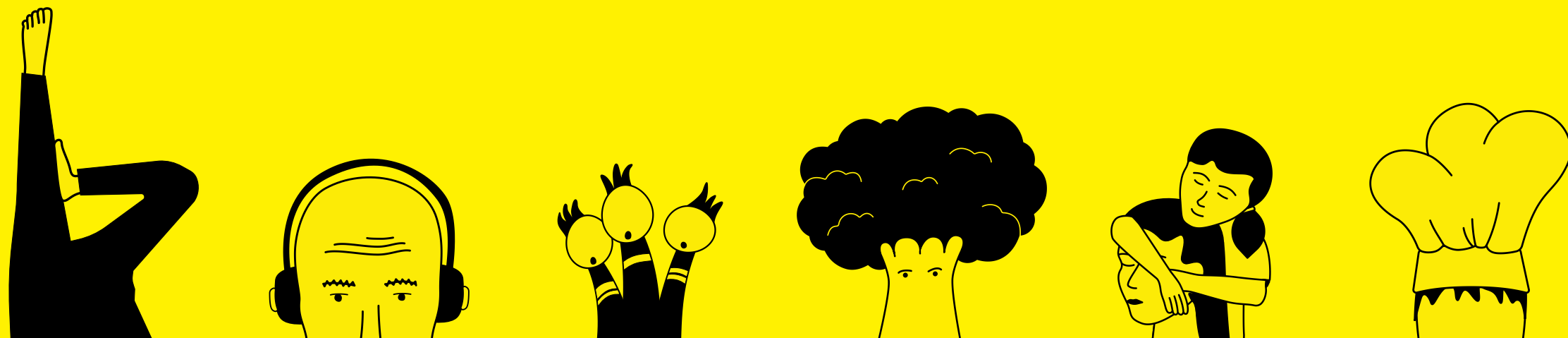
KRISTIAN
CREATIVE PLACEMENT
M&CSAATCHI LONDON

SHEPPARD ROBSON

leslie jones
architecture



PLÅSTIC

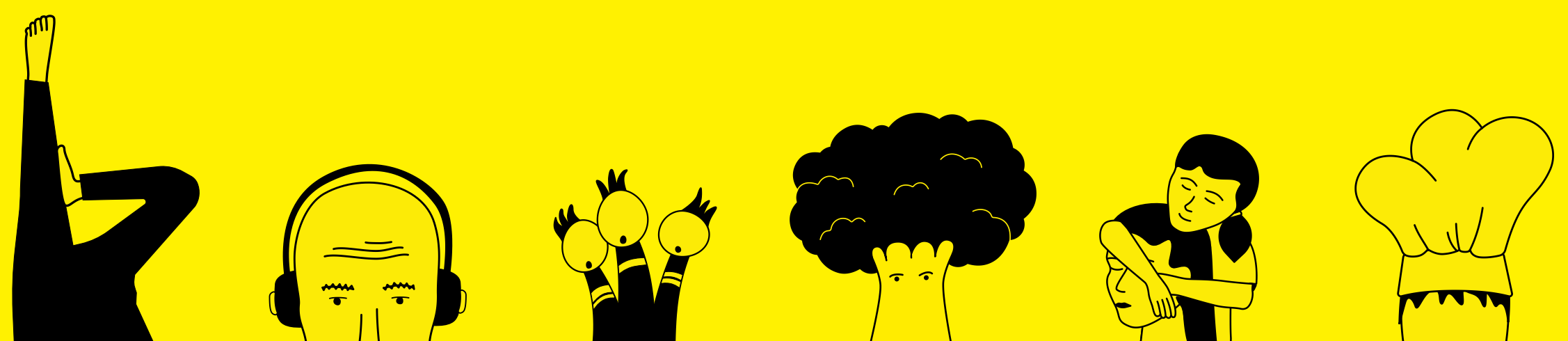


SONIA

**TRAINEE ACCOUNT MANAGER
M&CSAATCHI LONDON**



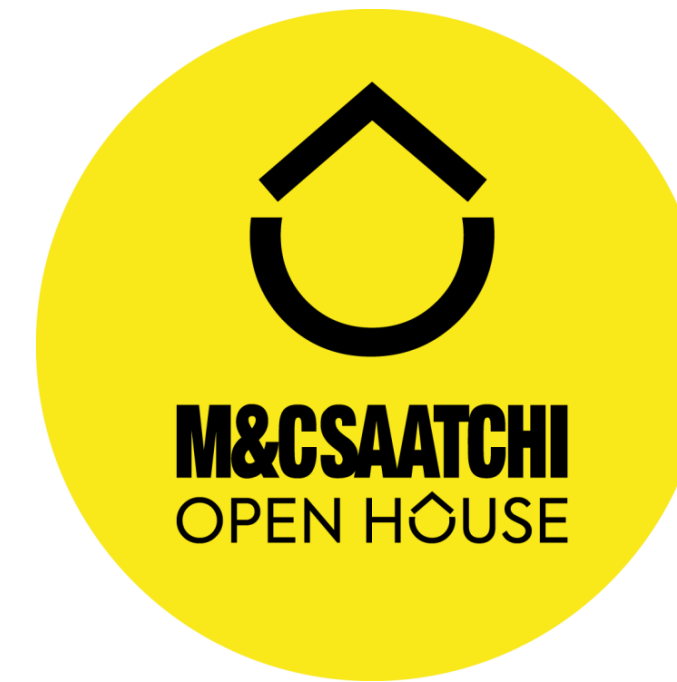

Department
for Education



IBUKUN STRATEGY INTERN M&CSAATCHI CLEAR

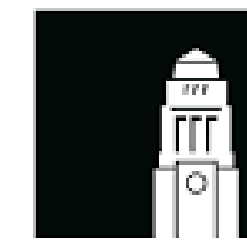


**CARBON
ACADEMY**



JOSIE

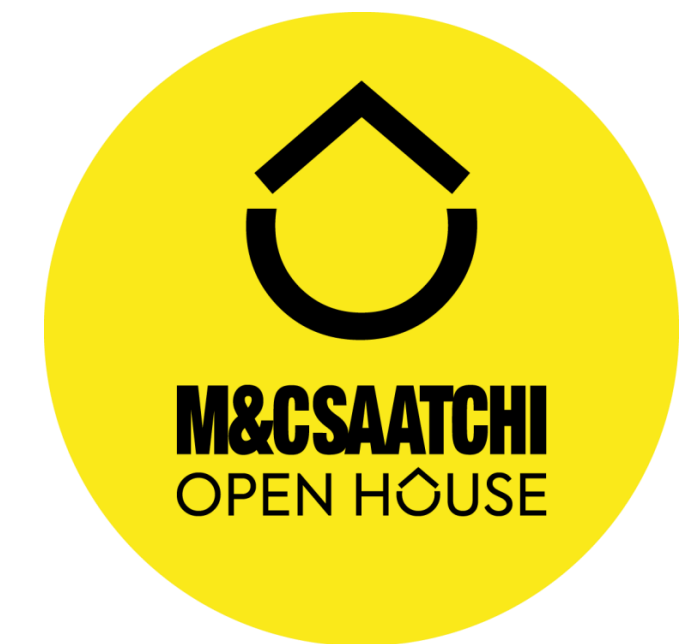
JUNIOR ACCOUNT EXECUTIVE
M&C SAATCHI TALK



UNIVERSITY OF LEEDS



instax
FUJIFILM



ABSOLUT.®



SO, WHAT'S TO COME?



M&CSAATCHI
OPEN HOUSE

THE NEXT SEVEN WEEKS

13 September Data & Insight (Data Task)

20 September Brand Experience & Innovation

27 September Creative Advertising (Creative Task)

4 October Talent & Passion Marketing

11 October Media, Performance & PR (Media Task)

18 October Global & Social Issues

25 October How to Get A Job





13 SEPT DATA & INSIGHT

Data and insight are fundamental to the entire marketing eco-system and fuel all our creative communications. This session will look at target audience, data sources, AI and the storytelling that brings it all to life. We'll also look at effective one-to-one communications across the customer lifecycle, powered by data, insight and technology.

Georgina Wong, Lead Consultant, Fluency, James Calvert, Chief Data Officer, M&C Saatchi, Georgia Graham-Leigh, One to One NY



*Thank
you*

M&CSAATCHI
OPEN HÔUSE

