

G:TERMLY



Hello and Welcome!

Stay connected with Global Academy as we kick off 2023. As a valued partner, our termly newsletter will keep you informed on the latest happenings within our world, showcase our students' achievements, and provide you with opportunities to support our initiatives.

Director Update

Jonathan Jacob (JJ) - Director of Specialism

Hello to our amazing colleagues in the creative media sector. I am always delighted that you join us in our mission to diversify the talent pipeline and shape the future of this dynamic and amazing industry.

The new year has begun with a flurry of activity, as we work with the industry's leading partners (*like you!*) to bring learning to life.



We are proud to launch a lot of great work for example - the Global Inspire mentoring programme, and to collaborate with employer partners during Open Events - providing unique opportunities for the next generation of creative media professionals. By working together, we can help build a more diverse and inclusive talent pipeline in the creative media sector.

As industry leaders, your support and guidance are crucial to our success. Thank you for your continued investment in shaping the future of the creative media industry with Global Academy.

Global launches Global Inspire Mentoring Programme 🚀



The **Global Inspire Mentoring Programme**, launched this term, is a unique opportunity for 30 of our Year 12 students to receive guidance and support from colleagues at Global.

As part of the programme, these students will be matched with a mentor from **Global**, meeting fortnightly with their mentee. This one-on-one interaction will provide valuable insights and mentorship for the students, as they develop their skills and pursue their career goals in the media industry.

The mentors at Global are more than just coaches. They are also opening doors for the students, **connecting** them with other areas of the business and providing opportunities for hands-on experience. This will give the students a comprehensive understanding of the media industry and help them make informed decisions about their future careers.

To further enhance their learning experience, the students will also participate in monthly workshops led by senior colleagues from **Global**. These workshops will be designed to develop key skills and prepare the students for a successful career in the media industry. The workshops will cover a wide range of topics, including content creation, storytelling, and technology.

The **Global Inspire Mentoring Programme** is a fantastic opportunity for our Year 12 students to gain valuable skills and experience that will help them achieve their career goals. We are confident that this project will make a positive impact on their lives and help them become successful media professionals in the future.

Industry Insights Update 🚀

The Industry Insights Programme is a unique and exciting opportunity for students to gain hands-on experience and inspiration from a wide range of media industry professionals. This term, the program welcomed a diverse range of guests, including **Chris Stark** from **Capital Breakfast**, the social and video team from **Heart**, **Tom Crichton**, the Director of Clients at **Global**, **Elaine Sprankle** of **Ghost VFX**, and **Dan** from **Talk2Dan**.



Each guest brought a different perspective and expertise to the programme, providing

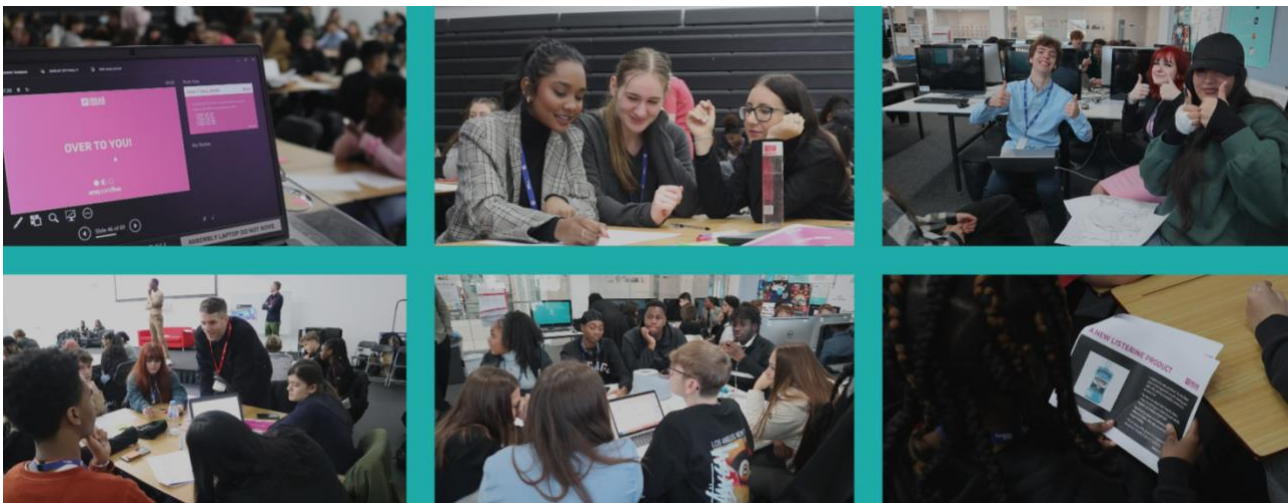
students with a comprehensive understanding of the media industry. **Chris Stark's** insight into the world of radio broadcasting, the **Heart** team's expertise in social media and video production, and **Tom Crichton's** experience in client management offered valuable perspectives for students to consider as they pursue their careers. **Elaine Sprankle's** workshop on visual effects brought a technical aspect to the programme, while **Dan's** introduction to freelancing gave students a unique perspective on the industry.

Ideas Foundation & onepointfive Challenge Day

Our Industry Day this term provided a one-of-a-kind opportunity for students to immerse themselves in the experiential marketing industry. Thanks to a partnership with experiential agency **onepointfive** and **Ideas Foundation**, students worked on a real-world client brief for **Listerine**, honing skills such as teamwork, organisation, communication, and brand experience creation. The students were also exposed to various aspects of the industry, including event planning, proposal writing, and product promotion.

The day not only gave the students hands-on experience but also valuable insight into the industry. They learned about the importance of diversity and collaboration in the field and discovered the many branding strategies used by the popular mouthwash brand, Listerine. The students also had the chance to observe presentations, present their own ideas, and work together as a team.

This exciting experience was made possible thanks to funding from **The Creative Floor** and the **Talent Fund** to raise awareness of opportunities within Healthcare Comms. The Industry Day at Global Academy was a great way for students to gain hands-on experience and explore the experiential marketing industry



Spending the day at Omnicom Media Group

Global Academy students in Years 12, 13 and 14 had a chance to attend an exclusive workshop at **Omnicom Media Group**, as part of the IPA's Advertising Unlocked program.

They met senior industry professionals from different Omnicom agencies, including **PHD, Hearts and Science, Fuse, OMD, and MG OMD**, and learned about the company's early career opportunities.

Throughout the day, students worked on a live brief, received feedback from industry experts, networked with colleagues, and participated in panel discussions with industry leaders.

The students found the workshop to be highly informative, with Chaniya Francis Mahon (Year 13) saying, *"I enjoyed learning about different people's roles and I met the CEO which was really cool."* Martin Pils (Year 13) noted, *"The workshop built up my knowledge about the media industry."*

In addition to learning about job roles in the media industry and different career pathways, the students valued the chance to listen to professionals' experiences. Sky Cover (Year 12) said, *"listening to professionals' experiences opened my eyes to the wide range of jobs in media."*

Overall, the workshop was a valuable learning experience for Global Academy students and provided them with an in-depth understanding of the media industry and the early career opportunities available at **Omnicom Media Group UK**.



T Levels and Journalism Course Open Events with Industry Partners 📢

Global Academy recently hosted two highly successful Open Events to launch its new T Level and Journalism courses. The events were held in partnership with a range of industry partners and provided students with valuable insights into the broadcast sector and journalism industry.

The T Level Open Event was attended by several of Global's employer partners, including **Global, Sky, IMG Studios, AE Live, EMG, NEP, Sunset + Vine** and others. During the event, an industry panel discussed the importance of attracting new and diverse talent to the broadcast sector and provided students with valuable insights into the industry.

The Journalism Open Event, held at **LBC's** Leicester Square office, gave students a taste of what the new Journalism course has to offer. The event included a tour of **Global's** studios and a behind-the-scenes look at the **Global Newsroom**. Students had the opportunity to interact with reporters, digital journalists, and editors from **LBC** and learn



about the challenges and opportunities of a career in journalism.

Both events were a resounding success and provided students with valuable hands-on experience and insights into the industry. The partnership with industry partners and the presence of leading professionals in the broadcast sector and journalism industry made the events a unique and highly informative experience for students.

Overall, the Open Events were a great opportunity for future students to learn about the T Level and Journalism courses and explore the exciting career opportunities available in the broadcast sector and journalism industry directly from industry!

Creative Industry Careers Fair 🧨

Global Academy teamed up with **JGA Group** to host an exclusive Creative Industry Careers Fair. The event showcased a variety of media industry leaders such as **ConnecMe2, GallowGlass, Hillingdon TV, House Of Hui, MAMA Youth, Procamtake2, The Sound Bank**.

The fair provided valuable insights for both students and the wider public about various careers in the media industry. In addition, renowned director **Chris Skarratt** hosted a directing masterclass every hour in the TV studio, providing a unique opportunity to learn from a professional in the field. The event was a success, inspiring visitors to consider pursuing a career in the creative industry.

Are you in The Loop? What's happening with our own radio and social content brand? 📺 📱



Our student-led radio station and news brand, Youth's Choice, has been creating a buzz in the media world. With daily live radio shows, hourly news updates, and engaging TikTok and YouTube content, the students are constantly delivering top-notch content.

One of their standout projects is the coverage of Ru Paul's DragCon, which has received thousands of views on social media platforms. The Loop, a full-time youth news concept, is another highlight - offering a video service on TikTok and a daily podcast on Global Player.

Next Term.....

We are pleased to announce that Global Academy is continuing to work tirelessly to provide students with unparalleled opportunities to engage with industry professionals and gain hands-on experience.

In order to support students at all levels, we will be launching mini mentoring programs for our Key Stage 4 students. This programme will not only help students perform better in their GCSEs, but also prepare them for future jobs and apprenticeships. We will also be hosting another termly industry board meeting and welcoming even more industry guests, giving our

students the opportunity to learn from the best in the business.

The **RISE Up Academy** workshop will be based at Global Academy for a week giving students the chance to learn more about careers in broadcast TV alongside volunteers from across the sector.

Our next big project is the launch of our branded content module, which will provide students with a deeper understanding of the creation and production of branded content. We are also excited to be participating in significant industry events such as **Advertising Week Europe**, International Women's Day at **BFI**, and the **National Careers Show**. These events will offer unique opportunities for students to network and make valuable industry contacts.

Curriculum Next Term and Working With Us

Year 12 students - will be working with Global's commercial team and a plethora of ad agencies and brands to create, produce and pitch their own Branded Content for a live client brief.

Year 11 and 13 students - will be starting their Final Major Projects!

If you think you could help us in anyway with this or anything mentioned above, whether that's through a guest lecture or workshop, please do drop the team a note as we would love to hear from you.