

G:TERMLY



Hello and Welcome!

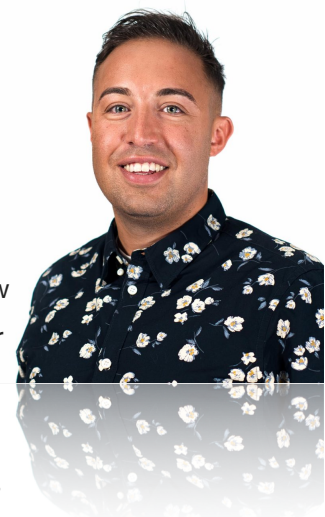
If you are receiving this, it's because we've identified you as a close partner of Global Academy. We hope our termly newsletter will keep you up to date with all of the exciting things happening in our world, what our students are up to, as well as giving you an insight into how you can kindly continue to support us going forward.

Director Update Jonathan Jacob (JJ) - Director of Specialism

This really has been a fantastic term full of lots of great employer engagementfrom testing out new tech to pitching media campaigns to huge brands – our students have done it all! We're also working behind the scenes on our new Sixth Form pathways in Journalism, Esports, and Technical Broadcast with our employer partners too and I'm really excited to launch these projects in the coming months.

Finally – I wanted to leave you with some feedback from a parent of one of our students – this just is a flavour of change that employers make when working with the Academy: ***“My daughter is like a complete different person since joining the Academy! The culture, the mood and industry interaction at Global Academy has brought out an amazing lease of life in my daughter; the change is so significant!”***

We love working with colleagues from the industry to help kickstart the careers of young people in the creative industry and can't wait for more in the new term.



Global Update

This term, we have continued to work with our main sponsor, Global Media & Entertainment, in a number of exciting and unique ways, really helping to kick start the media careers of our students.....



Industry Insights with Stephen Miron, Global CEO

This term – we were delighted to welcome Stephen Miron, CEO of Global, for a very special ‘Industry Insights’ session at Global Academy. During the session, Stephen delved into his career journey and shared the challenges he faced along the way. He advised students that success in the creative industry requires passion, hard work, resilience, and the ability to embrace failure. Stephen also emphasised that networking is a crucial aspect of building a successful career in the industry, as well as the fact it’s important sometimes to just ‘pick up the phone’ – as a response for signing a huge deal with Prince!

Students were keen to learn about the mindset required to excel in the creative industries, and Stephen had some fantastic advice. He explained that a successful career in the industry requires an entrepreneurial mindset and the ability to adapt to change. Stephen urged students to be creative, innovative, and stay ahead of the curve by being aware of the latest industry trends and technologies. On his return to the academy, **Stephen said.....**

“Thank you so much Global Academy for inviting me to speak to the students this morning. Never ceases to amaze me what an incredibly inspiring place it is and I am so proud of how far it's come since opening in 2016”



Global Inspire take on ‘The Apprentice’

Also this term, a selection of our Year 12 students took part in an exciting (if not slightly daunting) ‘Apprentice’ style challenge which saw them develop a new sub brand for one of Global’s radio stations, Radio X. The challenge was part of the ongoing ‘Global Inspire’ mentoring programme, which sees 30 students paired with 30 members of Global staff from across the business for an action packed 16-week programme.

The mentors also attended the event, and continued to provide insight and support throughout the day, which culminated in each team pitching their idea to a selection of ‘Big Bosses’ from Global and Radio X. Ultimately, there could only be one winner, and it was Team Green who managed to win the day, helped partly by their ability to persuade James Hall (Radio X Presenter) to send them a proof of concept social media video for their new station.....genius! **Millie Swindley (Year 12) said...**

My favourite part of the day was working closely alongside my team mates and the mentors. It's very inspiring to hear feedback from professionals in the industry who are passionate about helping young people.

In other news this term.....

Canon Mentoring Programme with Year 14

We are pleased to be once again working with Canon EMEA for a 16-week mentoring programme with our Year 14 students, in collaboration with Creative Mentor Network. This annual initiative aims to provide students with valuable guidance from colleagues in Canon EMEA's marketing, design and business divisions - based down the road from us here in Hayes. This mentoring programme is especially beneficial for Year 14 students pursuing their own business ambitions as they receive mentoring support from professionals at Canon – guiding them to the next steps for their business plans and creative career ambitions.

Year 12 Creative Enterprise Class Goes Behind the Scenes at Askonas Holt

Our Year 12 Creative Enterprise class had the privilege of visiting Askonas Holt at Somerset House this term - one of the leading artist management companies in the world, to hear from the team about the world of talent management. Students gained a first hand look at the day-to-day operations of a world-class management company and learned about the various careers available in the music industry.



One of the most exciting parts of the visit was learning about talent scouting. Askonas Holt is responsible for discovering and nurturing some of the most talented classical musicians in the world, and students were able to learn about the process of identifying and developing this talent – as well as have a go and deciding which talent the agency should take on. Students were introduced to various scenarios in artist management, gaining a deeper understanding of the complexities of managing a classical musician's career. **Esme Murphy (Year 12) said.....This was a career I hadn't considered before so was an extremely insightful event.**



International Women's Day 2023

To celebrate International Women's Day 2023 last month, Global Academy were delighted to take part in multiple creative events across the capital.

Firstly, we worked closely with **Rise** who hosted an event called "Celebrating International Women's Day" at the BFI to give a unique opportunity to students to gain valuable work experience, while being part of a meaningful and impactful event with Anita Asante, a professional footballer and diversity advocate, and Niki Whittle, managing director of MOOV, a design and motion graphics agency.

Our students were given the chance to work alongside these industry professionals, gaining practical experience in event management, camera work, and live streaming. This involvement of students in the event was essential in providing them with an opportunity to learn from leaders in the media technology industry. By working alongside these industry professionals, students learned more about the importance of diversity and gender equality in the workplace and saw first-hand how industry leaders are championing equity to create a more inclusive world.

International Women's Day 2023 Continued.....

In addition, our Year 12 and 13 students, Millie, Timi and Elyse, were all given the exciting opportunity of gaining some work experience with the **Little Lion Entertainment**, the team behind the Tomb Raider Live experience. This special event included a live panel discussion led by a line-up of inspirational female leaders and in homage of Lara Croft, a feminist icon & character who has inspired many to be bold & fearless.

Our students were able to assist with the set up of the event as well as see behind the scenes of how a live, large scale event comes together. **Jemma Anderson, Marketing Manager at Little Lion Entertainment, said....**



“We absolutely loved having the girls with us – they’re awesome and have SO much confidence!”



Finally, Iman Mair, (Year 13 student) was asked to host a panel discussion at **The National Career Guidance Show 2023**, which took place at the ILEC Centre in London. The theme was centred around ‘Exploring the changing world of work’ and featured the discussion of two high profile speakers, Nicola Hall and Muniya Barua. **Clare Ludlow, Principal Project Officer said....**

I wanted to drop you a note to say how impressed we all were with Iman’s performance and to thank her for her contribution. She was professional and adjusted to the changing circumstances admirably!

Year 12 Branded Content Project

Also this term, our Year 12 students from across all four sixth form pathways, have had the unique opportunity of working with top clients such as McDonalds, NHS, VOXI, Paramount+, Primark and Chupa Chups on a live brief project. Over the course of three weeks, students were asked to come up with a branded content media idea and pitch it to the client’s advertising agency. The project was designed to give the students a taste of what it’s like to work in the media industry, and required them to create branded content that could be used across a range of media platforms, including video, audio, podcasts, events, designs, graphics, tiktoks, Instagram campaigns and more. The students also worked with Global’s commercial team to develop their ideas and create mock-ups of their content.



The students rose to the challenge and impressed the clients and advertising agencies with their creativity and professionalism. Their ideas ranged from quirky and fun to serious and thought-provoking, and they demonstrated a real understanding of their target audience and the client’s brand.

Rory Davis, Managing Partner at Wavemaker said....*The time, effort and thought that had gone into the presentations was clear to see and we loved the enthusiasm in which the ideas were presented. There was some amazing creative thinking in there and the decks all looked brilliant, including some great mock ups to bring ideas to life. Paramount work with various experiential agencies and I wasn't joking when I said that some of the experiential ideas we saw yesterday were better than what we sometimes see from those companies.*

Year 13 Trip to Hollywood!



Imagine walking through the gates of Hollywood Boulevard, where stars of the silver screen are immortalised on the Walk of Fame. Now picture yourself getting an exclusive behind-the-scenes tour of the world's biggest entertainment companies, where blockbuster movies and chart-topping hits are produced. That's exactly what Year 13 students from Global Academy experienced during their unforgettable trip to Hollywood this February.

This was truly a once-in-a-lifetime opportunity for the students to explore the creative and media cultures of Los Angeles, where they got a taste of the magic of movie-making and the thrill of radio broadcasting. The students got to visit iconic landmarks like Universal Studios and the Griffith Observatory, but the real highlight of the trip was the exclusive access they received to major media and entertainment companies, including iHeartRadio, Sony Pictures, Warner Brothers Studios, and CBS Studios.

The students visited famous landmarks such as Hollywood Boulevard and Universal Studios, where they got to experience the magic of movie-making and explore the rides and attractions of the theme park. However, the highlight of the trip was the exclusive behind-the-scenes tours of major media and entertainment companies including iHeartRadio, Sony Pictures, Warner Brothers Studios, and CBS Studios.

Not only did the students get to see the sets of some of the biggest TV shows in history, but they were also treated to a behind the scenes tour of the infamous iHeartRadio Theatre and a masterclass in production from James Corden and Ben Winston, the producer of The Late Late Show. The students gained valuable insights and advice from industry professionals that will set them apart in their future careers.



This was an incredible opportunity for the Year 13 students, and one that they will never forget. The trip provided them with an unparalleled insight into the workings of the media and entertainment industry and a unique chance to learn from the best in the business. The memories and experiences from this trip will stay with them forever, and they will undoubtedly inspire these students to achieve great things in their future careers.

Next Term.....

We continue to support our students as they prepare to graduate from Global Academy, and would love to hear from any of our partners who are currently (or soon to be) looking to fill entry level vacancies. If you'd like to support us in other ways, with providing workshops, insight events, work experience etc, then we'd also absolutely love to discuss this further. Please do get in touch!

Thank You!

As always, thank you to everyone who has supported us and our students this term, we absolutely love working with you and appreciate the huge positive impact this continues to have on our students.