

Back on Campus Media & Creative Industries Wednesday 19 March 2014

- 11.00 – 12.00 **The Changing Face of Media**
Michael Barratt
Throughout his three years as Rector of Aberdeen University, Michael presented the BBC1 current affairs programme “Nationwide” at six o'clock every weekday evening – a benchmark in British television achieving a regular audience of 11 million which has never been equalled. He will trace his own progress from newspaper journalism at home and overseas to tv and commercial video production and outline what further dramatic changes may be expected by graduates considering a career in the new digital era.
- 12.00 – 13.00 Break
- 13.00 – 14.00 **What are companies looking for in PR candidates/how to break into the PR sector?**
Beverley Tricker
Beverley will be covering what companies are looking for in candidates/how to break into the sector; and her own, rather non-traditional, career path. She is the owner of multi award winning Scottish PR agency Tricker PR which was established in 2001. Although convinced that PR was the career she was meant for, Beverley, an arts graduate, has taken an unconventional career path to get there as if directed by a mis-programmed sat nav. Periods as a primary school teacher, a sales rep, a wedding dress designer and a period in local governments led up to her starting her own business.
- 14.00 – 15.00 **What are companies looking for in broadcast candidates/how to break into television?**
David Strachan
David is currently Managing Director of Tern, which produces shows such as The Harbour, the Beechgrove Garden and Vinnie Jones: Russia's Toughest. He'll be talking about the range of different jobs there are in TV, how to get them and what are the career prospects.
- 15.00 – 16.00 **From Law to Luvvie - climbing the jelly mountain**
Jayson Clarke
Building a career in the media and creative industries is like climbing a jelly mountain. It's a wobbly, unstable business with no clear path to the summit, no career sat-nav, and often no Guide to lead the way. Jayson will share his experiences of the 'climb' and discuss how today's graduates can make it to the top. Jayson read Law at Aberdeen, graduating in 1991. After officer training at Sandhurst, he spent 4 years in the Army including an operational tour of Northern Ireland and command of a military skydiving team. In 1995, Jayson hung up his boots and headed to film school in Los Angeles. He then spent 14 years as a freelance writer & director in Scotland, working across TV, commercials, corporate communications and feature films. In 2011, Jayson established SIGNAL2NOISE Ltd, a video and digital media production company based in Aberdeen where he is now the Creative Director.

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Michael Barratt, LL.D, Honorary Graduate, Former University of Aberdeen Rector
Michael Barratt has been a journalist since the closing years of World War Two. He has worked in newspapers, radio, tv and video promotion and has latterly spent much of his time training people for media exposure. He is the author of books with subjects as varied as gardening, golf and the media as well as autobiography. He was Rector of Aberdeen University from 1973 to 1975 and Fellow of the Royal Society of Arts. He was also for 15 years an advisor to the Royal & Ancient Golf Club of St Andrews.



Jayson Clarke

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David Strachan

David graduated BD 1974 and Diploma in Pastoral Studies 1977. He was President of the SRC 1974/75 and Rector's Assessor 1975/77. He combined an early career as a parish minister in Perthshire with regular on screen presenting on Grampian and STV, but moved full time into TV in 1985, establishing one of the UK's first community channels for Aberdeen Cable. Tern TV was established by Aberdeen Cable, but became wholly owned by its founder directors following a management buyout in 1988. With a core staff of 20, Tern is now the largest locally owned independent production company in Scotland, and regularly delivers 50 hours of television to BBC ONE, TWO, FOUR, Scotland and Northern Ireland, ITV, Channel 4, Sky, UKTV, National Geographic and Discovery, from its bases in Aberdeen, Glasgow and Belfast. David is MD, and also produces or exec produces much of the company's documentary and religion output. Active in Industry Politics, David was a member of the board of Pact, the Independent Producers' Trade Association, for 19 years, and has represented the industry in negotiations with broadcasters and government. He chaired the TV working group, which was established by Scottish Government to grow the TV production industry in Scotland. Outside the TV world, David is a Governor of Robert Gordon University and is on the Board of Dunedin Consort, Scotland's leading Baroque Ensemble.



Beverley Tricker

Beverley establishing Tricker PR Ltd twelve years ago. Since its establishment her company has won more than 30 industry awards including the titles of the UK's Outstanding PR Consultancy and also Scotland's Outstanding PR Consultancy by the Chartered Institute of Public Relations. Fast moving, proactive and news agenda-led PR and innovative and targeted marketing is Beverley Tricker's specialism. Beverley has established a reputation for creative PR and marketing and has enabled many businesses of all sizes and from all sectors to secure valuable media space, and has run highly effective traditional and online campaigns. Aberdonian Beverley has considerable experience in consumer PR and marketing - including creating the world's first tartan confetti for Romantic Scotland, creating a global campaign to 'Save Our Dram' for the Spirit of Speyside Whisky Festival and trying to buy back Berwick Upon Tweed for the Scottish Borders. Beverley is a History of Art graduate of Aberdeen University, a qualified teacher, a director of Visit Aberdeen, a Council member of the chamber of commerce, a former committee member of the CIPR and member of SCDI and the IoD.

The Co-Curriculum

The Co-curriculum

What is it, and how can it work for you?

The co-curriculum is, in essence, an enhancement of your student experience. It's about providing you with opportunities, such as work placements and study abroad that will enhance your transferable skills and give you an edge in the graduate market.

STAR Award

The STAR (Students Taking Active Roles) Award is organised by the University's Careers Service. This initiative rewards the contribution that many students make to the wider University community by recognising the transferable skills and competencies that you develop during a volunteering role. These skills can really enhance your employability.

For more information, please visit: <http://www.abdn.ac.uk/careers/co-curriculum/staraward/>

Work Experience Placements

The Careers Service's Work Placement Team sources a range of placements for penultimate year undergraduates. In 2013 we were named "Placement of the Year [Public Sector]" by the National Council for Work Experience. We aim to help you find and apply for positions that will benefit your degree studies. We also provide support while you are in your placement.

To read more visit: <http://www.abdn.ac.uk/careers/co-curriculum/placements/>

Study Abroad

The University actively encourages students to undertake a period of study abroad as part of their degree programme, and a wide range of opportunities exist within our Erasmus programme, which boasts 150+ links with universities across Europe, and our International Exchange Programme where partnerships exist with universities in North America and Asia.

To discover more visit: <http://www.abdn.ac.uk/study/undergraduate/study-abroad-and-exchanges.php>

Career Mentoring

The University's Career Mentoring Programme is offered jointly by the Careers Service and the Alumni Relations Team. All current undergraduate and taught postgraduate students are welcome to apply.

Mentoring is a great way to receive relevant careers advice and support by meeting with a working professional, who can offer a fresh perspective on your talents and how you can build on them. Your mentor is able to provide you with the benefit of their experience in a particular profession or employment area, giving you an insight into the wider knowledge and skills you will need to succeed.

To learn more, please visit: <http://www.abdn.ac.uk/careers/co-curriculum/mentoring/>

Enterprise and Entrepreneurship

The Careers Service is aware of the importance to graduate employers of an enterprising attitude within business and the additional desire of many students to create their own businesses. We work closely with external agencies, such as the Scottish Institute for Enterprise (SIE) and Scotland UnLtd, to promote opportunities for all students across the campus.

To find out more go to: <http://www.abdn.ac.uk/careers/co-curriculum/enterprise/>

BP Student Tutoring

The BP Student Tutoring Scheme is a volunteering initiative that lets you try something you might not otherwise have the opportunity to do. Students volunteer in local primary and secondary schools in Aberdeen city and shire, working alongside the class teacher for one half-day per week for eight weeks.

Student tutoring demonstrates to employers that you are keen to take the initiative, to contribute to the next generation and to work with the wider community outside University.

Interested in finding out more: <http://www.abdn.ac.uk/careers/co-curriculum/bpscheme/>