Back on Campus
Media, Marketing and Creative
Wednesday 11 November 2015

11.00 – 12.00  
Is this it? - A Believing Sceptic’s Perspective on Life and Work  
Richard Hill - Owner and Director, Titanic Gap Media Consultancy  
Rick was Chairman of Northern Ireland Screen for 6 years and brought Game of Thrones to Northern Ireland. He will be talking about his career and some key principles that have been key to making transitions from one role to the next.

12.00 – 13.00  
The Invisible Mad Men  
David Graham – Group Strategy Director, MEC UK Ltd (part of WPP plc)  
Media and communications may be the less visible part of the advertising industry but it’s no less full of opportunities across the board from creative and strategy through to data and econometrics. Taking his 15 years of experience in the industry he will share his thought on the opportunities available and where to start.

13.00 – 14.00  
Lunch Break

14.00 – 15.00  
What are companies looking for in PR candidates/how to break into the PR sector?  
Beverley Tricker – Owner, Tricker PR  
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.
Richard Hill, BD Church History (1990)
Owner and Director of Titanic Gap Media Consultancy
Currently a Board member of the Independent Press Standards Organisation. The Northern Ireland member of the Ofcom Communications Consumer Panel. Chairman of the Scottish Government Consumer and Competition Policy Working Group. He is the owner and Director of Titanic Gap Media Consultancy. He has previously been, Chair of the General Consumer Council for Northern Ireland, Chair of the Northern Ireland Screen Commission, Chair of Consumer Focus Post and a member of the Consumer Focus UK Board, a Church Parish Minister and Hospital Chaplain.

David Graham, MA(Hons) History (1992)
Group Strategy Director, MEC UK Ltd (part of WPP plc)
David is Group Strategy Director at MEC one of the world’s largest media agency networks, with 150 offices across 80 countries. Prior to that he has worked at other global agency groups (Publicis and Havas) as well stints on the client side at Coca Cola and Microsoft.

Beverley Tricker, MA(Hons) History of Art (1986)
Owner, Tricker PR
Beverley established 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 IPR and member of SCDI and the IoD.

www.abdn.ac.uk/backoncampus
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.

Please visit: [http://www.abdn.ac.uk/careers/skills-attributes/star-award](http://www.abdn.ac.uk/careers/skills-attributes/star-award)

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.

Please visit: [http://www.abdn.ac.uk/careers/jobs-work-experience/vacation-work-internshipsplacements](http://www.abdn.ac.uk/careers/jobs-work-experience/vacation-work-internshipsplacements)

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.

Please visit: [http://www.abdn.ac.uk/study/undergraduate/study-abroad-and-exchanges](http://www.abdn.ac.uk/study/undergraduate/study-abroad-and-exchanges)

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.

Please visit: [http://www.abdn.ac.uk/careers/skills-attributes/career-mentoring](http://www.abdn.ac.uk/careers/skills-attributes/career-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.

Please visit: [http://www.abdn.ac.uk/careers/skills-attributes/enterprise-entrepreneurship](http://www.abdn.ac.uk/careers/skills-attributes/enterprise-entrepreneurship)

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.

Please visit: [http://www.abdn.ac.uk/careers/skills-attributes/bp-student-tutoring-scheme](http://www.abdn.ac.uk/careers/skills-attributes/bp-student-tutoring-scheme)

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