

WEEK 1

WELCOME & JOINERS PANEL

M&CSAATCHI
OPEN HÔUSE



Zaid Al-Qassab
Global CEO
M&C Saatchi Group



HELLO!

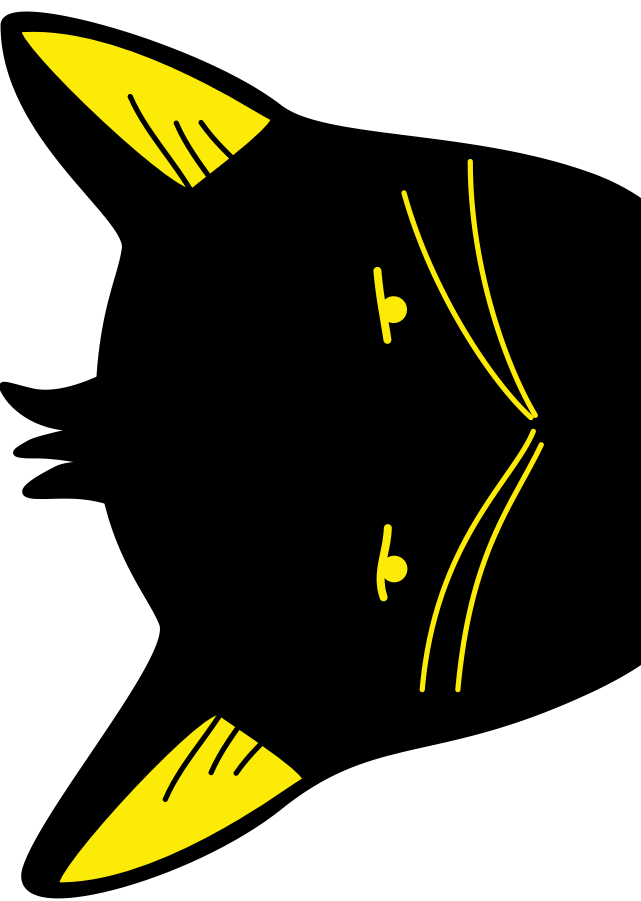
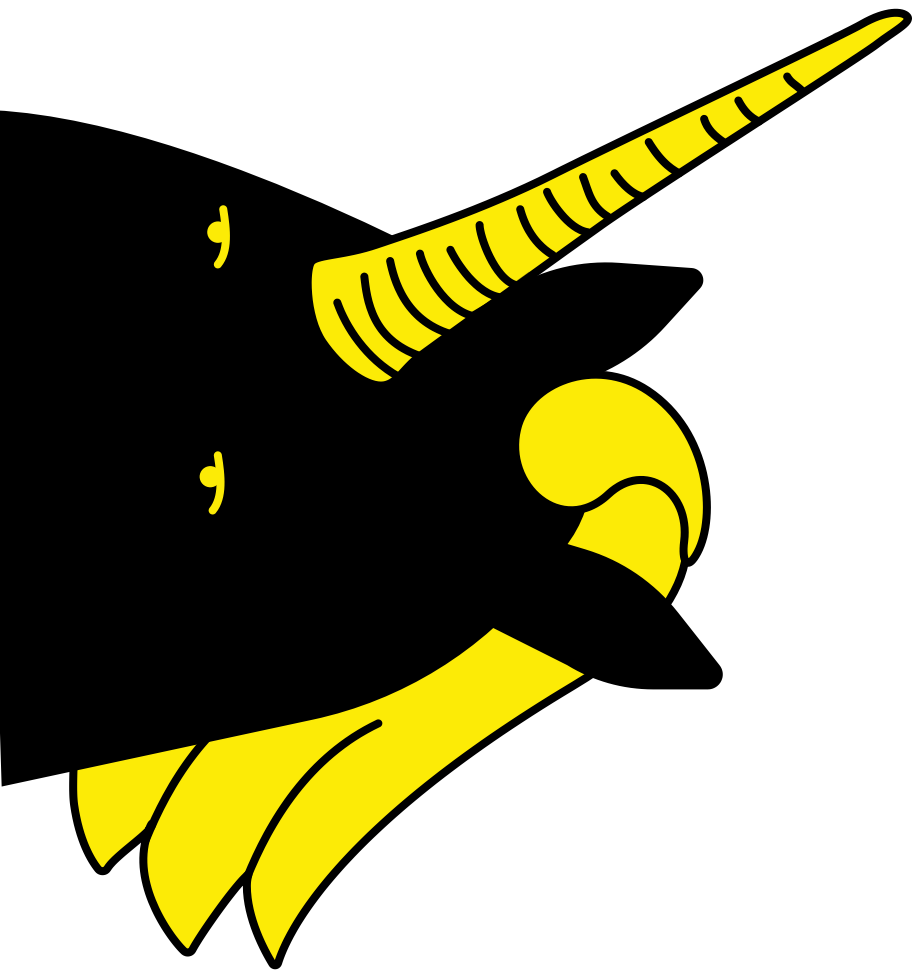


AGENDA

A brief 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 9,665 PEOPLE

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

2,527 tasks submitted **3,085** certificates received **761** applied for a role **253** attended assessment days

25 permanent hires including
4 Apprenticeships plus
11 internships

UK Equal Opportunities Survey Data for 2023 shows...

73% Female

40% Under-represented ethnicities

23% LGB+ **1%** transgender/someone with a trans history

17% identifying as person with disability

52% parents did not attend university



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OPEN HOUSE

WHAT ROLES ARE THERE IN THE INDUSTRY?



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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 THINGS DO WE MAKE?

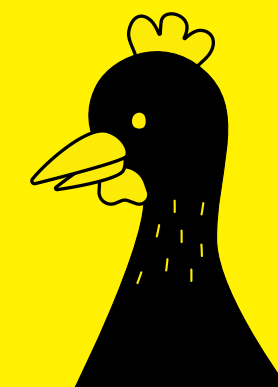
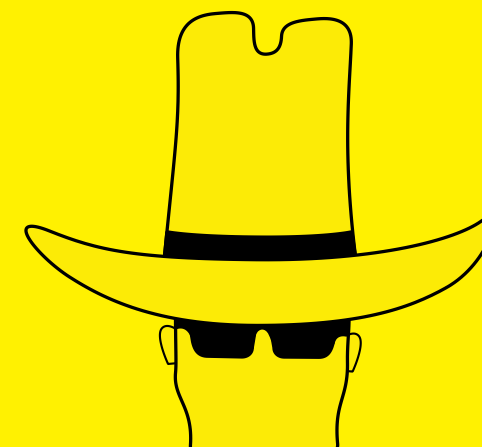
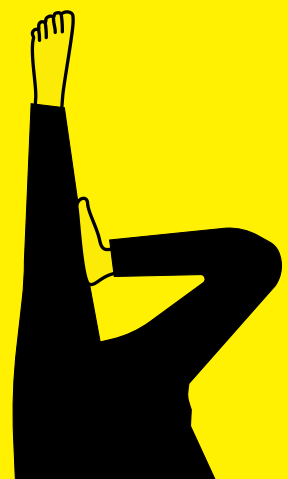


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OPEN HOUSE

WE MAKE ADVERTISING CONTENT (NO SURPRISE THERE)



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OPEN HOUSE



WE MAKE THINGS THAT IMPACT THE PLANET



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OPEN HOUSE



WE MAKE THINGS THAT IMPACT SOCIETY



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OPEN HOUSE

THE
STREET STORE

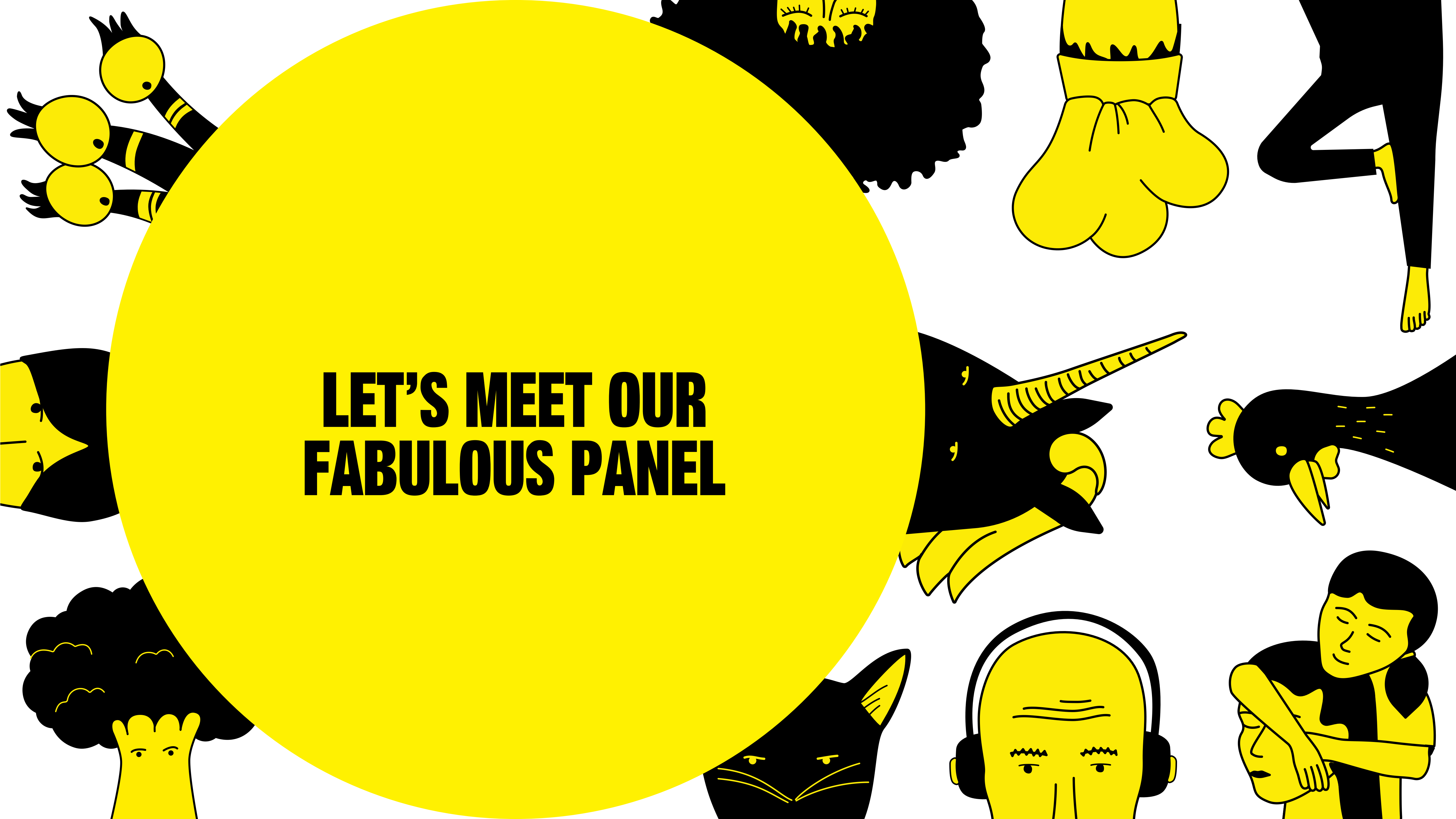


LIKE THE IDEA OF MAKING THINGS LIKE THIS?



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OPEN HOUSE

**LET'S MEET OUR
FABULOUS PANEL**

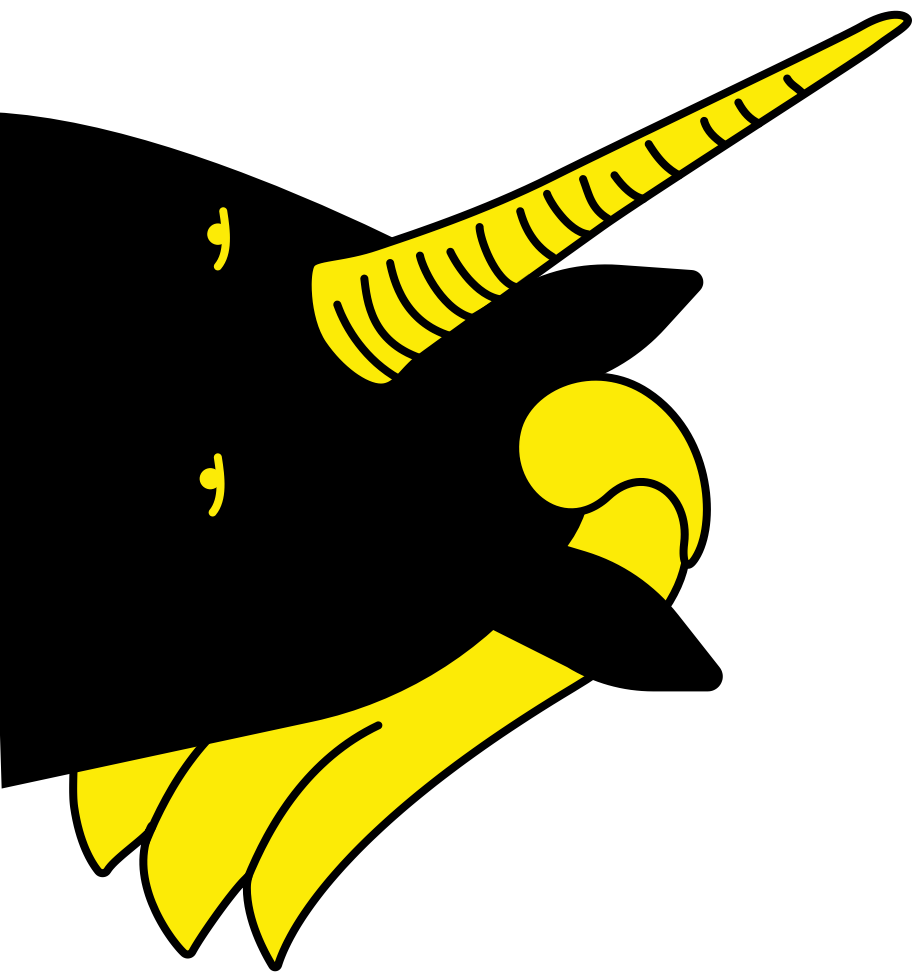




Rehana Nanji
Global Head of Diversity, Equity & Inclusion
M&C Saatchi Group

HELLO!





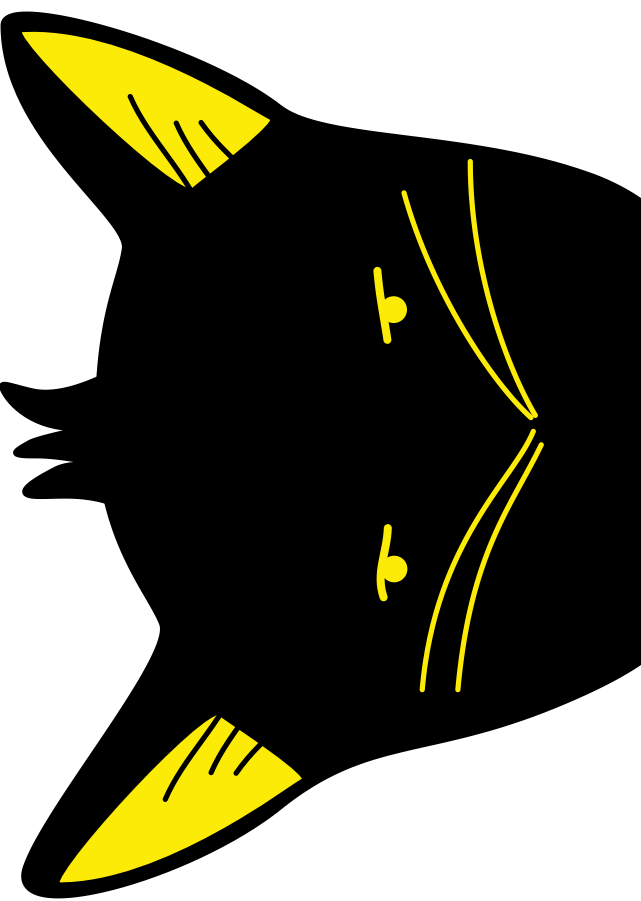
HOUSE RULES

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

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

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

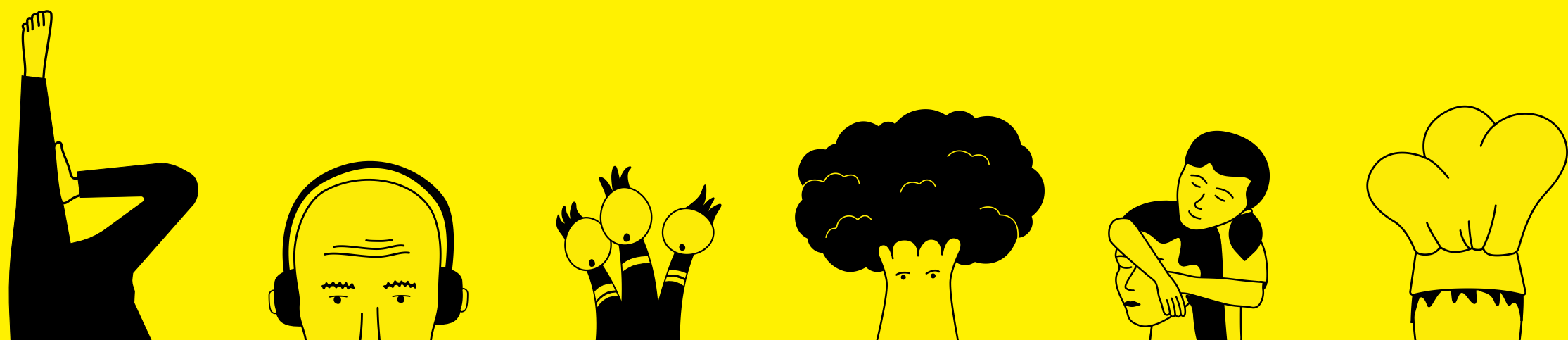
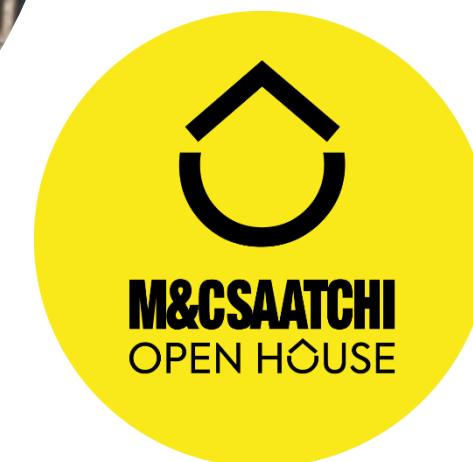
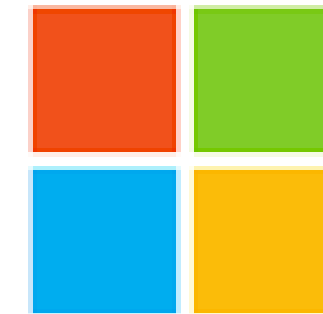
At the end, some of your questions will be answered in a live Q&A



HANNAH

SNR. STRATEGIST

M&CSAATCHI



KRISTIAN

JUNIOR CREATIVE
M&CSAATCHI

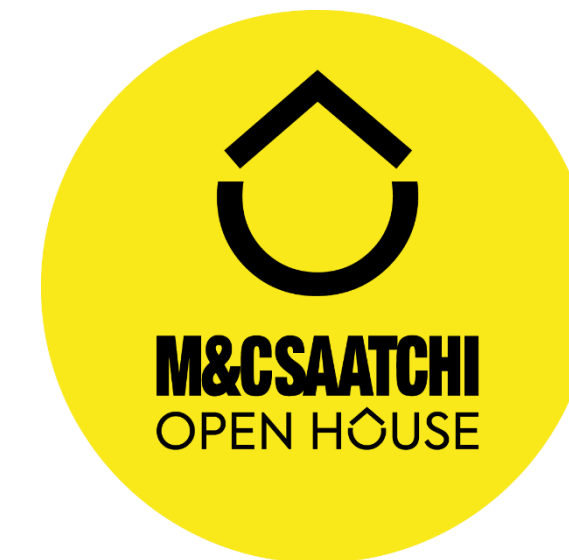


UNIVERSITY OF
WESTMINSTER

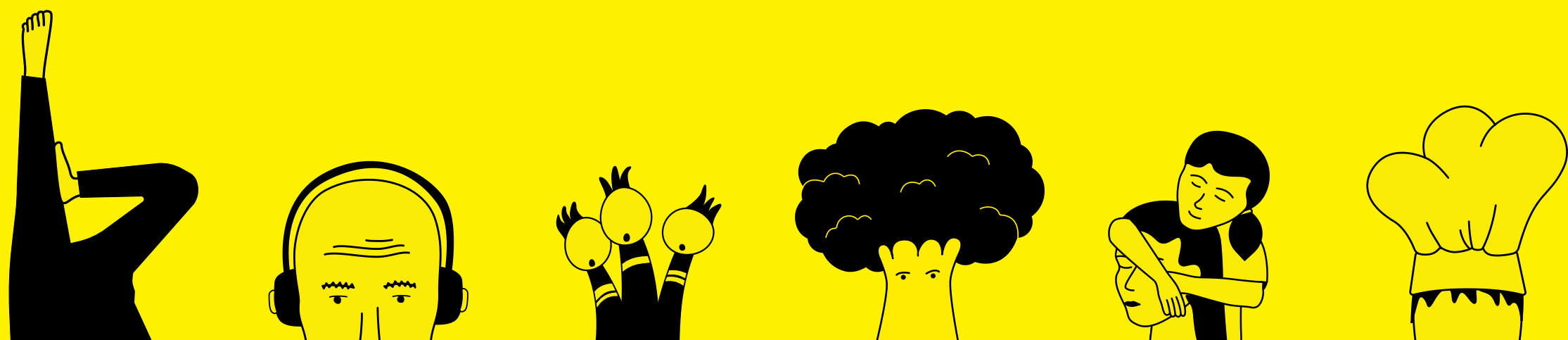
THE GLASGOW
SCHOOL OF ART

SHEPPARD ROBSON

leslie jones
architecture



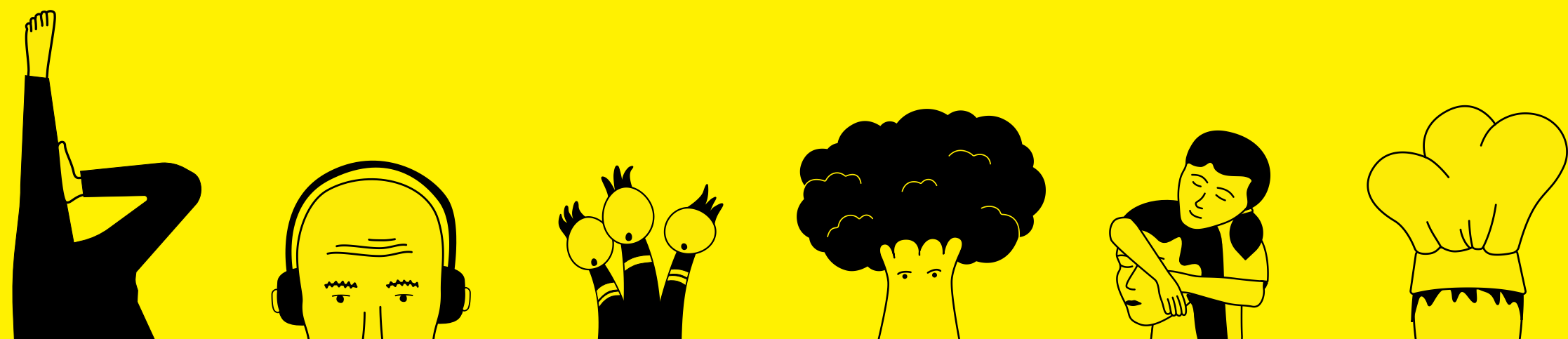
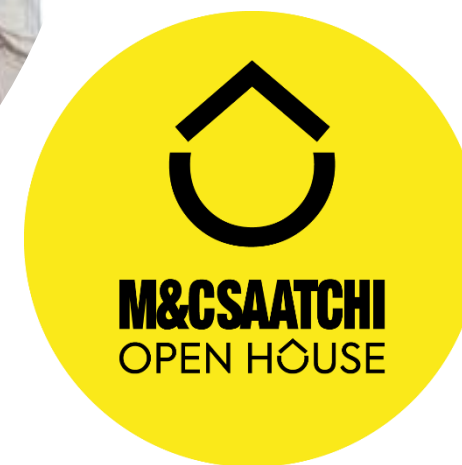
PLÅSTIC



ZIZZY

ACCOUNT MANAGER

M&CSAATCHI



CAITLIN

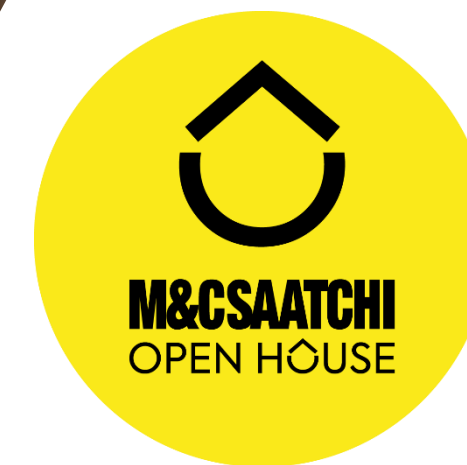
SENIOR ACCOUNT EXECUTIVE
M&C SAATCHI TALK



BNY MELLON



UNIVERSITY OF
BATH



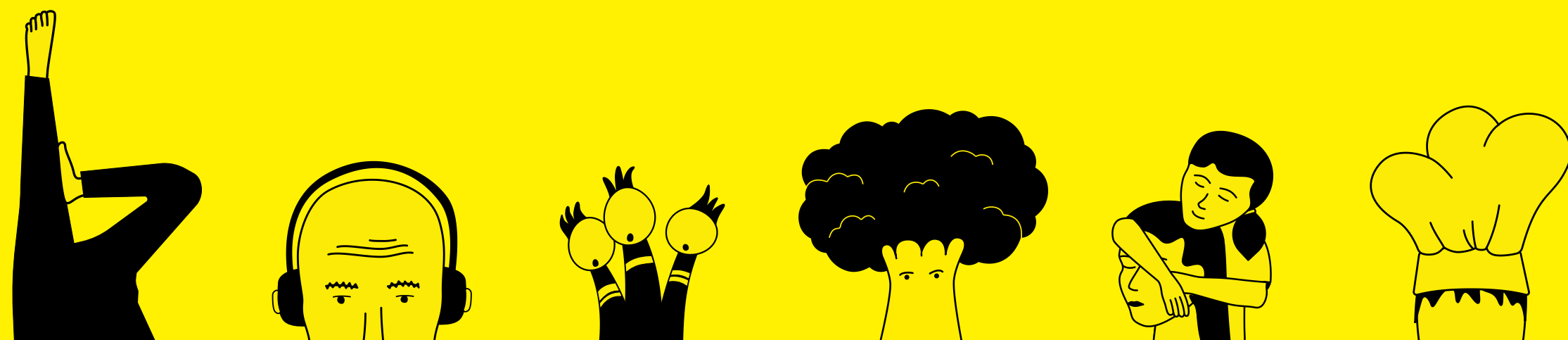
JAMESON



SONOS



COTY
SINCE 1904

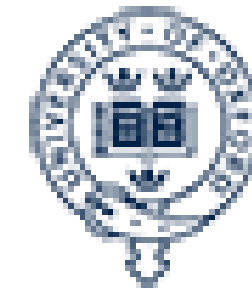


SEMI

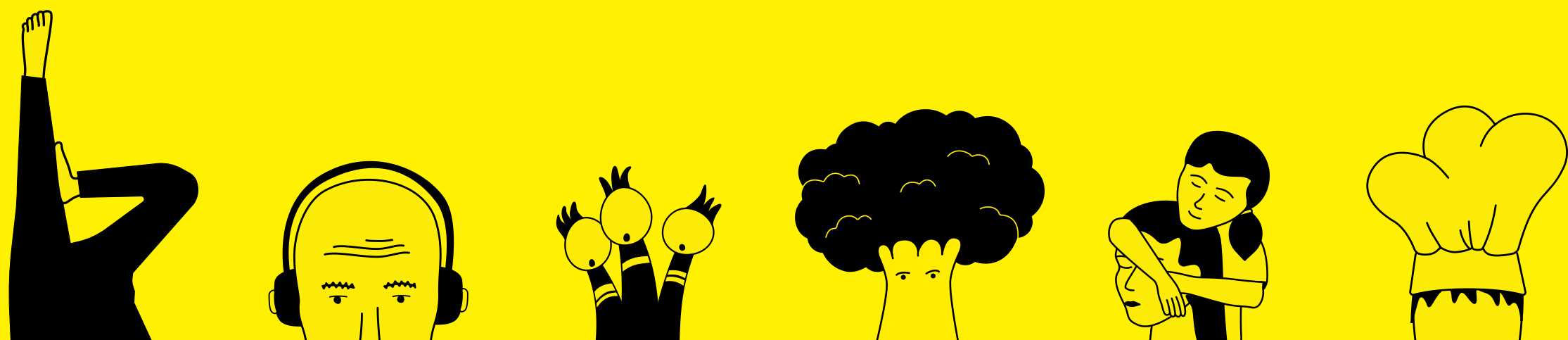
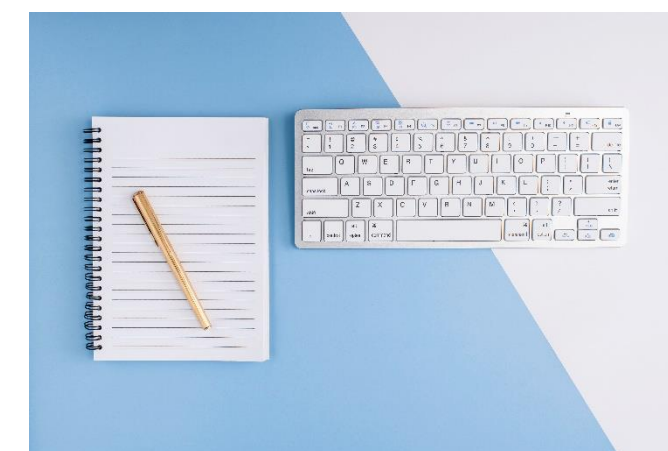
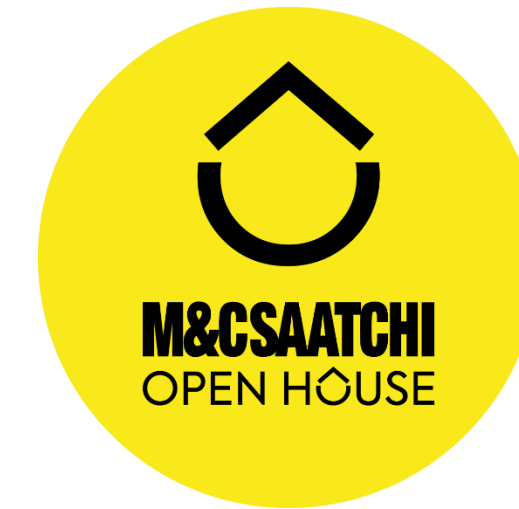
ASSISTANT ACCOUNT EXECUTIVE

M&C SAATCHI PERFORMANCE

AGENCY OF THE YEAR 2014-2023



UNIVERSITY OF OXFORD



LUCY

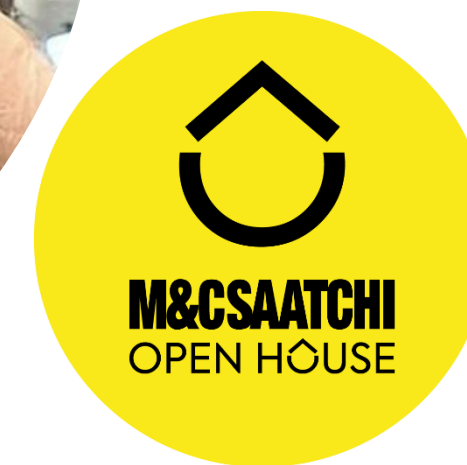
GLOBAL MARKETING EXECUTIVE
M&CSAATCHI



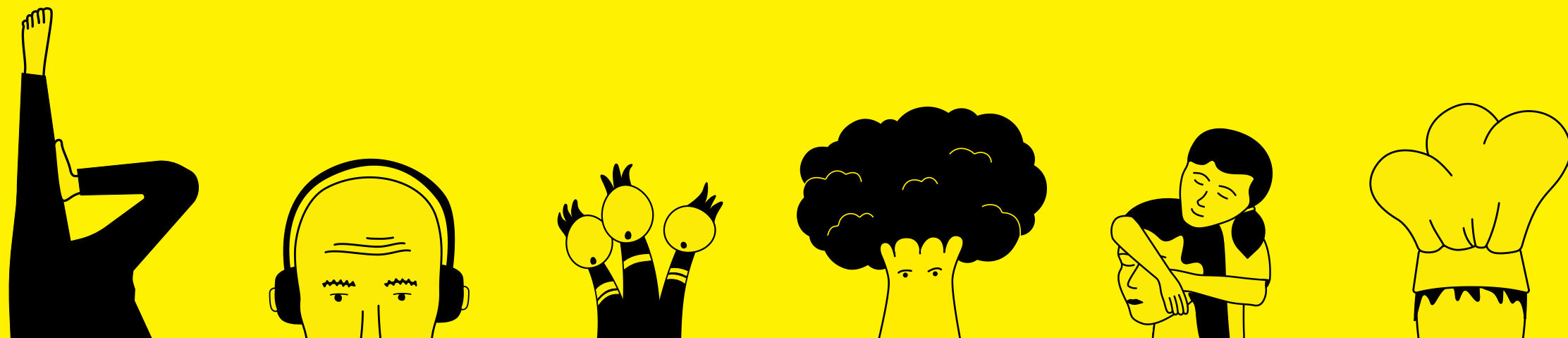
M&C SAATCHI GROUP



SAATCHI
GALLERY



University
of Exeter



Q&A



SO, WHAT'S TO COME?



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THE NEXT SEVEN WEEKS

11 September Data & Insight (Data Task)

18 September Brand Experience

25 September Creative Advertising (Creative Task)

2 October Talent & Passion Marketing

9 October Media & PR (Media Task)

16 October Global & Social Issues

23 October How to Get A Job





11 SEPT DATA & INSIGHT

Data and insight are fundamental to the marketing eco-system and fuel all our creative communications. We'll look at AI, data sources and the storytelling that brings it to life.

Tim Spencer, Founder of Fluency, James Calvert, Head of Gen AI



*Thank
you*

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