

## **MODULES INCLUDE**

Welcome & Joiners Panel

Data & Insight

Brand, Experience & Innovation

Creative Advertising

Talent & Passion Marketing

Media & PR

Advertising Can Change The World

How to Get a Job (in Advertising)

## DATE

October 2024

## **SIGNED**

Mark Dickinson-Keen

Zen Allew

Global Chief People & Operations Officer,

M&C Saatchi

Zaid Al-Qassab Global CEO, M&C Saatchi



