

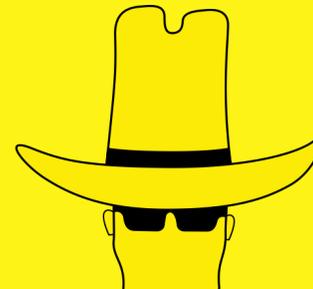
WELCOME TO

**M+C SAATCHI**  
OPEN HOUSE

**WEEK 1**

**WELCOME + JOINERS PANEL**

**M+C SAATCHI**  
OPEN HOUSE



Zaid Al-Qassab  
Global CEO  
M+C Saatchi Group



# HELLO!

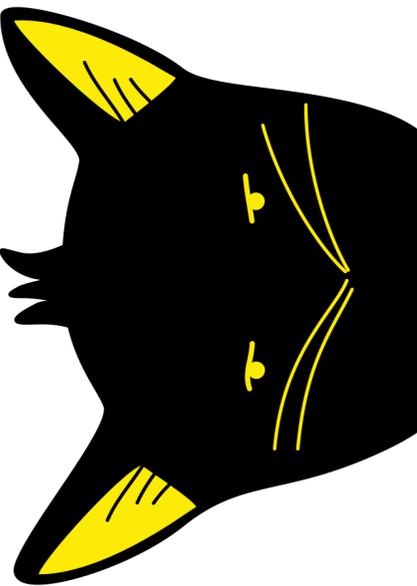


# AGENDA

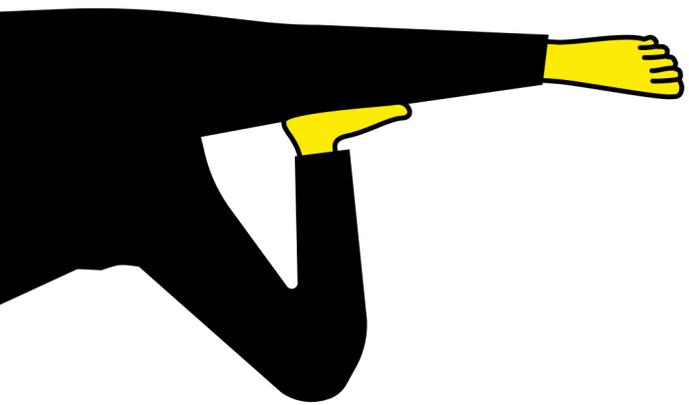
A brief intro to M+C Saatchi

And the business we are in

Then, the chance to hear from our Open House joiners



**M+C SAATCHI**  
OPEN HOUSE



**M+C SAATCHI**  
OPEN HOUSE

CULTURAL  
POWER



# OPEN HOUSE HAS REACHED 16,200 PEOPLE

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

**4,485** certificates received **1,212** applied for a role **352** attended assessment days

**50** permanent hires including  
**4** Apprenticeships plus  
**16** internships

Equal Opportunities Survey Data from the last programme showed:

**78%** Female

**50%** Under-represented ethnicities

**20%** LGBTQ+ community

**10%** identifying as person with disability

**52%** parents did not attend university

**61%** state school educated



Since launch 2020

**M+C SAATCHI**  
OPEN HOUSE

**WHAT ROLES ARE THERE IN THE INDUSTRY?**



**M+C SAATCHI**  
OPEN HOUSE

# WHAT ROLES ARE THERE IN THE INDUSTRY?

Payroll Manager

Software Developer

Graphic Designer

New Business Director

Data Analyst

Data Scientist

Art Director

Creative Director

Account Manager

Finance Manager

Copywriter

Events Coordinator

Media Executive

Executive Assistant

Studio Manager

Junior Accountant

Programmatic Manager

People Operations Manager

Project Manager

Research Director

# WHAT ROLES ARE THERE IN THE INDUSTRY?

Backend Engineer

Live Events Producer

Search & Social Exec

People Partner

Film Producer

Media Strategist

Creative Strategist

Legal Assistant

Receptionist

Creative Resource Manager

Talent Manager

Project Manager

Client Partner

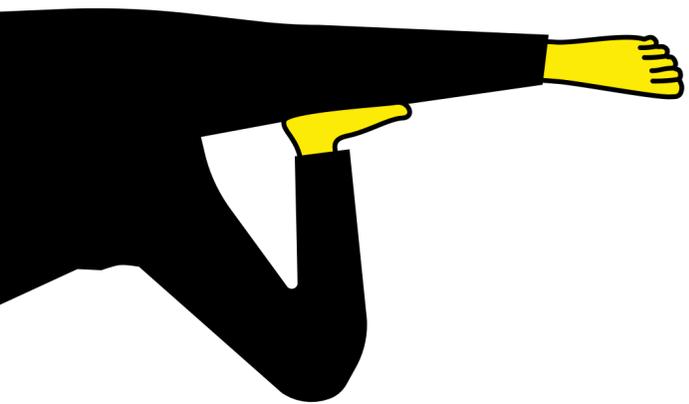
Talent Acquisition Specialist

Marketing Executive

Creative Director



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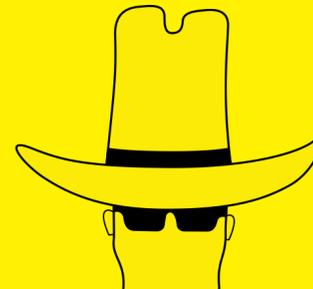
**WHAT SORTS OF THINGS DO WE MAKE?**

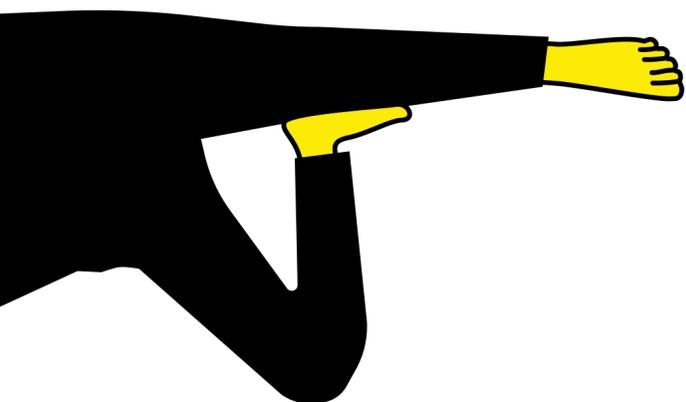
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**WE MAKE ADS (NO SURPRISE THERE)**



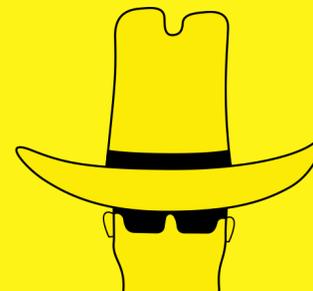
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**WE ALSO MAKE CARS OUT OF LEGO**

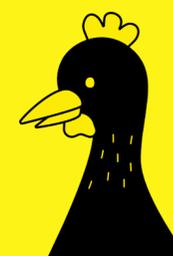
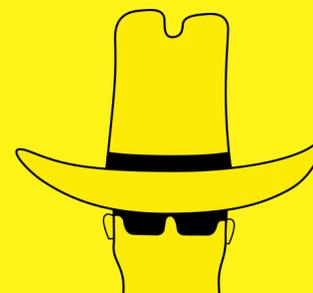
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**WE MAKE THINGS THAT SHAPE CULTURE**



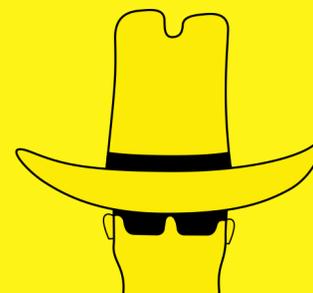
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**WE MAKE THINGS THAT CHANGE BEHAVIOUR**



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**WE MAKE THINGS THAT CHANGE THE WORLD**



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**LIKE THE IDEA OF MAKING THINGS LIKE THIS?**



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Emma Storer  
Chief Marketing Officer  
M+C Saatchi UK 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**



# ELI

**ACCOUNT DIRECTOR**  
**M+C SAATCHI**  
**GLOBAL+SOCIAL ISSUES**



UNITED NATIONS



## Gates Foundation

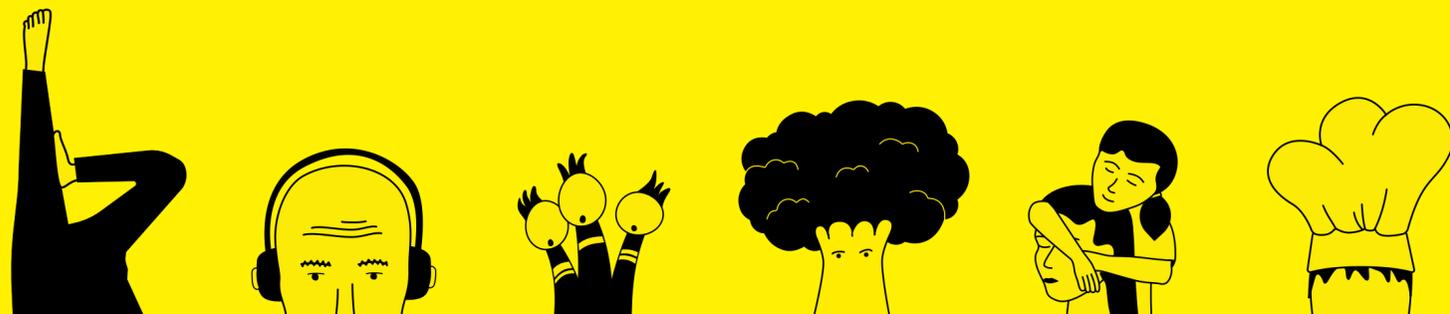


Global Energy Alliance  
for People and Planet



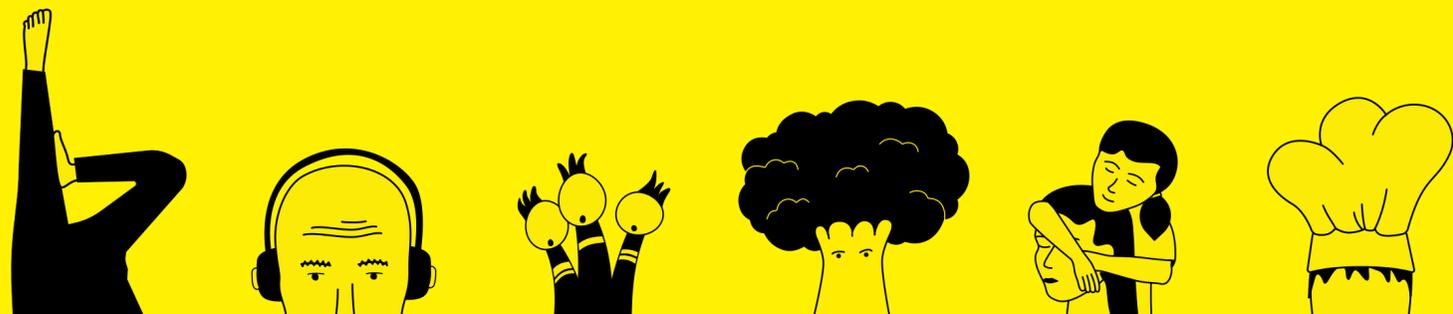
### MAYOR OF LONDON

OFFICE FOR POLICING AND CRIME



# ROSS

SENIOR ACCOUNT MANAGER  
M+C SAATCHI GROUP



# KRISTIAN

CREATIVE  
M+C SAATCHI GROUP



UNIVERSITY OF  
WESTMINSTER

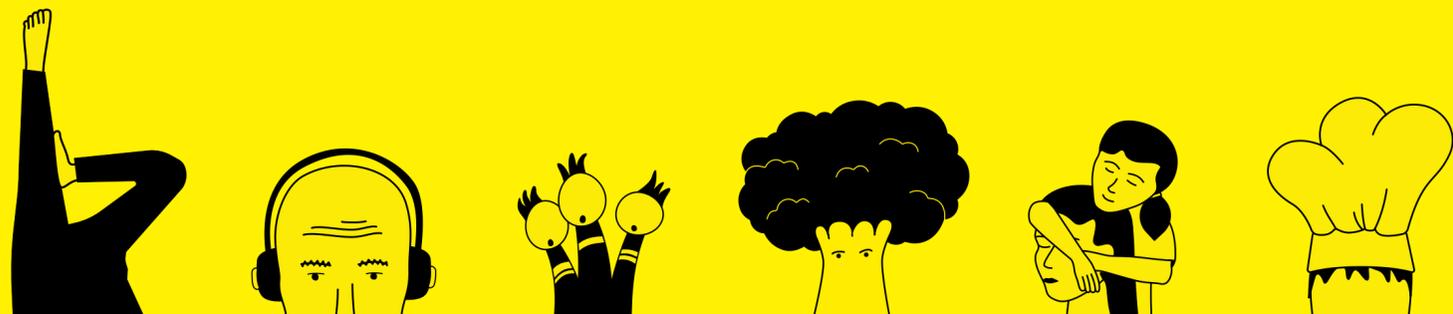
THE GLASGOW  
SCHOOL OF ART

SHEPPARD ROBSON

leslie jones  
architecture



PLÅSTIC





UNIVERSITY OF LEEDS

M+C SAATCHI TALK

[coat]s

# JOSIE

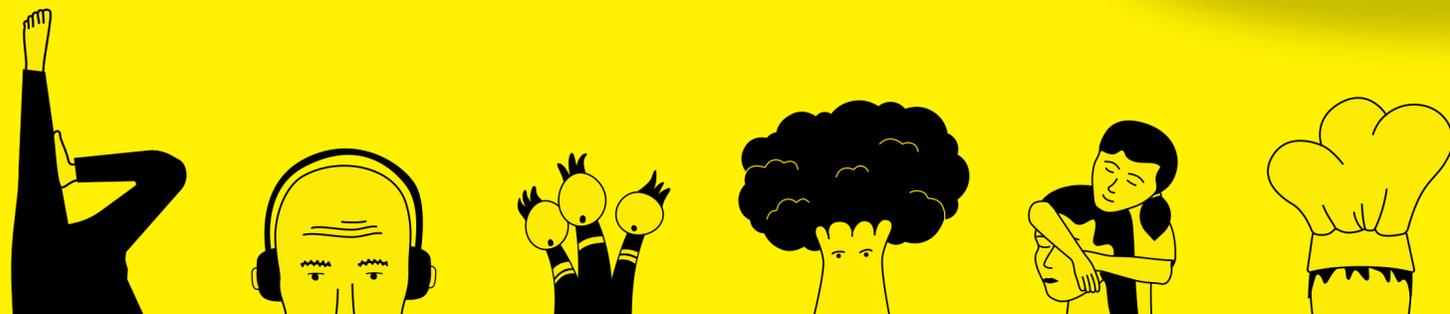
SENIOR ACCOUNT EXECUTIVE  
M+C SAATCHI TALK



instax  
FUJIFILM

JAMESON®

ABSOLUT.®



M&C SAATCHI GROUP  
M+C SAATCHI GROUP

IPA



nationalgrid

SAATCHI  
GALLERY

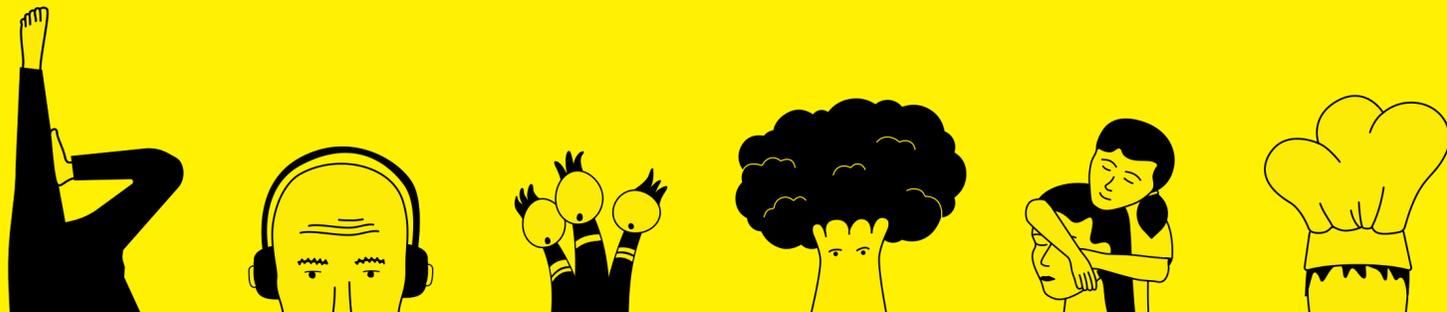
The Drum



University  
of Exeter



LUCY  
MARKETING TO ACCOUNT EXEC  
M+C SAATCHI GROUP





# THE NEXT SIX WEEKS

**WEEK 2: WEDNESDAY 18 MARCH 6PM GMT**

**WEEK 3: WEDNESDAY 25 MARCH 6PM GMT**

**WEEK 4: WEDNESDAY 1 APRIL 6PM AEDT**

**WEEK 5: WEDNESDAY 8 APRIL 6PM BST**

**WEEK 6: WEDNESDAY 15 APRIL 6PM AEST**

**WEEK 7: WEDNESDAY 22 APRIL 6PM BST + AEST**

**STRATEGY + INSIGHT + TASK**

**BERLIN**

**BRAND EXPERIENCE**

**NEW YORK + LONDON**

**CREATIVE IDEAS + TASK**

**MELBOURNE + DUBAI**

**PRODUCTION**

**LONDON**

**MEDIA & PR + TASK**

**SYDNEY + BANGALORE**

**HOW TO GET A JOB**

**US/UK/EMEA  
APAC**



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# WHAT'S NEXT

## 18 MARCH: STRATEGY + INSIGHT

Join at 6pm GMT to find out how to craft a creative strategy that tackles core business challenges, powered by actionable insights, and delivers a relevant brand proposition that truly connects with people and culture. Jakob + Massimo will set 'The Brief' and Strategy Task.

**Jakob Miller, Head of Strategy Berlin House + Massimo Capucci,  
Chief Strategy Officer Europe**



*Thank  
you*

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