

# Speaking up.

*Why are business leaders across UK advertising taking to the stage in state secondary schools?*



 Advertising Association

# My Inspiration: The next generation

Lord Coe Chairman, British Olympic Association



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A PROMOTIONAL FEATURE

## Tim Lefroy, Chief Executive, Advertising Association



**I**'ve heard tell that what you imagine sometimes comes true', said Grandpa Joe to Charlie at the factory gates. And if anyone could fire the imagination of young people it was Roald Dahl.

As a one-time chocolate factory apprentice who got the best business education imaginable I am incredibly grateful to Cadbury for the first twelve years of my career. For the encouragement to take responsibility, the confidence-building and inspiration to take risks. My imagination took off in the marketing department – poring over data and analysis to plan competitive strategies against brand-dominant Quality Street. You might say everything thereafter came up Roses.

So it would be a privilege personally, if I could inspire just one young mind, heart or spirit to reach out and grab a chance offered anywhere in marketing, media, advertising or communications. Because I regard these sectors as a force for good – for consumers, businesses, society and UK competitiveness; because I know they can provide interesting and stimulating livelihoods; because the disciplines themselves are always made better the wider we look for enquiring minds. That search starts with our schools.

I applaud Robert Peston's vision of reaching every state secondary school in the country with Speakers for Schools. And I was motivated when the Prime Minister came to the CBI conference and demanded a thousand business leaders from industry.

I remembered what test cricketers say when faced with a daunting 500 plus opening innings by the opposition: 'What's the best way to eat an elephant?' 'One teaspoonful at a time'.

The theme of Advertising Week Europe is Inspiration. This week London is hosting professionals from across our sector in a hundred different seminars, lectures, presentations and events in Westminster. The delegates bring entrepreneurial, creative, technology, commercial and strategic skills in which the UK excels. Driven by an £18bn annual investment promoting brands, products, services and ideas, advertising fuels TV shows, press, radio, movies, magazines, posters and the internet. More than £9bn flows through the UK creative industries such as music, film, design, publishing and software. Advertising helps create and export world famous UK entertainment. It underpins a plural press and internet – making the the economy flow

to the tune of about £100bn of GDP with half a million jobs supported directly and indirectly.

So what if the Advertising Association could find just 50 top leaders from our world to go out to schools? It wouldn't be the elephant but it's a heck of a lot of spoonfuls. And from exciting, dynamic, relevant companies – ad agencies, broadcasters, data marketing, mobile and web enabling specialists and of course consumer goods businesses like Cadbury. Today we celebrate the 50 plus leaders who have signed up – some have already gone out as Speakers for Schools.

This isn't about career counselling – it's about opening minds, both ways. The kids and their teachers can see and hear what I know to be true – talented leaders are helping keep the UK ahead in the increasingly global advertising market. We are already the out and out leader in e-commerce.

Advertising can also meet the next generation – they are already the customers and the customers' children – they are also the digital natives that have turned advertising and media consumption upside down. We can learn from them.

And who knows? Whatever we imagine together might come true.

## Robert Peston, founder, Speakers for Schools



**W**hen I decided to set up Speakers for Schools in 2009, it was not with any economic purpose in mind.

It was simply that, as a product of a comprehensive, I wanted to do what I could to enrich the experience of learning in state schools.

There seemed to be a palpable unfairness in the sheer number of inspirational and distinguished people who would routinely give talks in the leading fee-paying schools – from archbishops, to prime ministers and even trade union leaders – whereas almost no one of prominence would visit the kind of school that made me.

Why was the playing field between Eton and Gasworks Comp so uneven in this sense?

It was something to do with the greater confidence and connections of the private-sector schools.

And the malign consequence of state schools' lack of comparable networks is that students in those schools also end up being less confident and worse informed, with adverse consequences for their career prospects.

So I harried and cajoled hundreds of my friends and contacts to give at least one talk per year for free in state schools. Which is how Speakers for Schools was born more than three years ago.

Today, thanks to the generous financial backing of Andrew Law and his charitable foundation, Speakers for Schools has more than 1000 speakers on its list and will provide 800 free talks in this academic year, all around the UK.

But we are still not meeting demand – which is more than twice that.

Why? Well partly because there is a growing recognition, at a time of very high unemployment among those aged 25 or less – a much higher unemployment rate in this age group than in other northern European countries – of the imperative of spurring ambition in young people, both for their benefit and to make the whole economy more competitive.

That is why Andrew Law and I are so grateful that the Advertising Association is supplying 50 leaders from the UK's world-beating media and creative industries to be Speakers for Schools speakers.

To be clear, we are not expecting careers talks from them. That is not what we do.

We want them to share their precious knowledge and experience, imparting wisdom that is not on the national curriculum, though may complement it.

We want them to make connections with the students, to explain that they too were once young, nervous and unsure about the future, and how they channelled their own talents to get to the top.

More than anything we want our speakers to excite and encourage ambition.

Oh, and there's another thing. The connection works in both directions. The success of any business, especially creative businesses, comes from understanding the hopes and talents of the generation that will succeed the current boss class.

What better way to learn about the leaders of tomorrow than to meet them, and urge them on? So if there is one thing that gives me inordinate pleasure it is that all the speakers I've grilled about Speakers for Schools events have told me they got at least as much out of them as the students.

# David Cameron's challenge at last year's CBI conference: Do more to inspire school pupils to be the best they can.

UK advertising responded with over 50 business leaders from agencies, brands and the media. Here's how they got on.

*"The opportunity for our students to hear from world leading heads of business and industry is critically important to their future careers."*

Paula Kenning, principal of Rivers Academy West London

*Teachers talk about a growth mindset and perseverance... but to have a top Chief Executive in front of a school audience makes the vision and aspiration very real."*

Barbara Bloss, Deputy Head of Haydon School in Pinner

## David Kershaw, Chief Executive, M&C Saatchi



**W**hen you agree to do something worthy, the experience can be a roller-coaster.

Firstly, as in the case of Robert Peston's initial approach regarding Speakers for Schools, one of feeling good about agreeing to do something good.

Then you hit the bottom of the experience when you realise that you have to actually put in the preparation so that you neither let down the audience nor the reputation of your company.

However, gratefully in the case of my Speakers for Schools experience, things turned dramatically for the better again when I did my first

talk to 400 sixth formers in their lunch break.

Even though I'm sure that there were a number who had zero interest in advertising, the students were responsive and enthusiastic in spite of being addressed by an advertising geriatric. Perhaps the selection of some of our more entertaining commercials from around the world helped.

Most importantly and rewardingly, there was a smaller session afterwards for those who wanted to know more about all the different careers in agencies and what educational pathways were appropriate for different roles. Clearly, a number of the students had done research

and were very focused on how they might get into the industry.

To be frank, the profile of most of these students was much more diverse than, sadly, we would find in both M&C Saatchi and, I suspect, other agencies. I'm certain that among these young people will be those with the creativity, intellect and ambition to succeed in the agency world. I am also sure that if those in our business get involved with Speakers for Schools, there is a much greater chance of this talent realising its potential.

That will be good for the students, good for our companies and good for our industry.

## Jeremy Darroch, Chief Executive, BSkyB



**B**uilding skills and nurturing the talent of the future is something that we spend a lot of time thinking about here at Sky. They really matter to us as a big British employer but they are equally important for society as a whole. I believe all successful companies have a responsibility to play their part in giving young people the help and support they need to fulfill their potential. That's the reason I agreed to take part in Speakers for Schools and why I had the privilege earlier this month to speak to 200 students at Rivers Academy West London.

We chose Rivers Academy because Sky has well-established links with staff and

students at the school which is located close by our site in Isleworth. But, to be honest, I didn't really know what to expect. What I got outstripped all my expectations. I was very impressed by the Academy and everyone I met there. The students were interested and enthusiastic – a far cry from the disengaged youth we hear so much about – and seemed genuinely excited that we were there. I had asked Anna Jones, one of the Sky News presenters, to join me to help liven things up with an on-stage discussion and when it came to Q&A, the students were really keen to participate, throwing us a whole range of questions – more in fact than we could

answer in the time available.

In my view, getting out and talking to people outside of your own organisation should be a priority for all business leaders. It never fails to bring fresh perspectives about where the next generation of talent is coming from. Young people and their families, like those I met at Rivers Academy, are the bedrock of Sky and will help shape our success in the future. Speakers for Schools is a very simple way for companies like us to help them, to raise their aspirations and show them how they can succeed in a changing world. I'm already signed up for my next session.

## Amanda Mackenzie OBE, Chief Marketing and Communications Officer, Aviva



**I**t's 10am on a Monday morning, the day after lambing day at Askham Bryan College six miles from York and the students have been told to turn up to the main hall to hear a motivational speaker.

I have no idea that I'm billed that way. They know nothing about me and I'm quite nervous. A group of mixed 18-year-old students whose days studying animal management are a far cry from mine, are an unforgiving audience.

It makes for an interesting opening. I wasn't witty enough. I should have had one of those opening stories that are self-deprecating and enchanting and win everyone's hearts from the start. Sadly I didn't. I was much more

serious about the things I would have wanted to know and learn when I was 18.

I talked about nurturing ambition, managing confidence, failing well, having the right attitude to life. I showed films. I used quotes and stories.

I did get some good questions and I got some smiles on the way through.

I suppose what I hadn't thought about was what does success look like during my hour in rural Yorkshire? And as I reflect on this, admittedly late in the day, it surely has to be that success is even one person achieving a little more potential than they otherwise would have done.

So I don't imagine I lived up to my billing in any shape or form. But it was my first talk – and I hope I'll do many more and be better and more 'motivational' the next time.

Would I recommend you get involved? You bet. Helping even one student at a time to achieve their potential has to be a worthy goal and, if the Speakers for Schools army keeps on fighting, just imagine what impact it can have on a generation of schools and college leavers.

Bravo Robert Peston for founding Speakers for Schools. Bravo Askham Bryan College. Thank you for letting me earn my Speakers for Schools first-timer badge with you. And for being more forgiving than I probably deserved!

## Cilla Snowball CBE, Group Chairman and Group CEO, AMV BBDO, Chairman, the Advertising Association



**L**ike most Speakers for Schools, I got involved because of a personal recommendation.

A number of my clients had enthusiastically taken part and pretty much signed me up to the initiative in their wake. It was something I readily agreed to do. The more we can connect business with education, the better equipped our schools will be and the better informed the talent of tomorrow will be in seeking out interesting careers.

I was assigned to Haydon School in Pinner, an easy hop from my office in Marylebone. Hay-

don has a great reputation for preparing students for their future lives in education and the world of work.

The place was buzzing with activity and creativity and my talk was peppered with questions and observations from the 60-strong assembly of students. The whole experience was lively, engaging and fun, on both sides I hope. Speakers for Schools is a two-way thing and the speaker ends up just as inspired by the sheer ambition, energy and excitement of the students.

I talked about my own school days at Abbots Bromley in Staffordshire. I singled out two

teachers who had inspired me. My interest in languages, the arts and communication came from them and eventually led me to apply for a trainee job in advertising, where I've been happily employed for the last 30-odd years. In my talk I showed some of the work we've done, the impact we make and the responsibility we have as an industry. I hope I encouraged lots of interest in our work and our industry as a career.

I'd encourage all business leaders to join Speakers for Schools. It's a really important initiative to build powerful links between business and education and I'm proud to be part of it.

## Creative industries tackle the long-term failure to nurture talent that springs up outside the usual recruiting pools.

by *Miranda Green*



team is using Manchester as a test-bed: talent competitions, apprenticeships and mentoring programmes are forging strong links between the city's schools, universities and employers.

'The dream,' says Holloway, 'is to eventually have 50% of the schools in the country signed up, and working in the ways that industry needs them to.'

Holloway's first batch of school-leaver apprentices are just completing their first year at advertising agency, McCann. But the in-school initiatives target students as young as 13.

'Inspiring the Future,' which has 10,000 volunteers from apprentice to executive level visiting schools to talk about careers, plans to start even earlier. Its successful programme for secondary schools – three

service' the website is based on a business to business design using £500,000 of software. The teacher looking for the right person to answer a particular set of questions is his customer, he says.

But what happens once that spark of interest has caught, perhaps in the breast of a 15-year-old who might be one of tomorrow's great talents?

The IPA's 'Creative Pioneers' competition rewards students from ages 16 to 19 with apprenticeships if they can show flair in answering a testing creative brief: 100 are being offered in this year's contest, and many are outside London. For students already embarked on courses, the IPA's AdAcademy has work experience and placements for graduates and undergraduates.

Crucially, the placements are paid. Social mobility campaigners argue that only those whose families have contacts and can subsidise or house them get a foothold through the traditional work experience routes. Creative Access, an organisation that promotes diversity, is trying to tackle this by providing year-long internships paid at or even above the London living wage. At least half of that cost is met by the employer.

Companies with posts to fill rely on Creative Access to fan out across the country, scouring university campuses and infiltrating social media conversations to identify the right candidates from under-represented groups. 'The feedback from the companies is fantastic but our ultimate aim is to make a wider impact,' says Creative Access CEO Josie Dobrin: 'To create a network so as they move up the career ladder they have each other for support and also go back into their own communities as ambassadors for the creative industries.'

Already, Creative Access has helped 150 young people since 2012, and 80% of the successful interns end up employed in a related field.

It's far cry from the traditional model of networking your way into a job. But our industries need to use some of that famous, world-beating British creative flair on perhaps the toughest brief we've ever been offered: how to ensure that the students with potential don't languish at the back of the class, frustrated at how little scope they see for their talents.

**Miranda Green is editor of [TheDay.co.uk](http://TheDay.co.uk), the first online daily newspaper for teenagers and classroom teachers, now used in over 800 schools and 35 countries.**

*Creative Access has helped 150 young people since 2012*

quarters of all those in the state sector are now signed up – is about to get a parallel scheme for the primary age group.

'Kids often want to sit down with someone just starting out in their career, or at different stages,' explains Nick Chambers of the Education and Employers Taskforce. 'And they might want to know how you use a particular school subject or skill, maths or a language, in your job.'

Chambers needs more designers, copywriters and account executives still working 'in the trenches' of an agency to come forward as potential career advisors: 'Advertising is a very exciting industry to kids, so there's a lot of value to getting involved.'

With schools able to browse and select from the profiles of volunteers posted online, it's easy to see why he describes it as a 'matchmaking

'How did you get started?' is the first question I encounter during my visits to groups of would-be journalists in sixth forms and GCSE classes across the UK, swiftly followed by: 'And what should I be doing now?'

The principle worry of kids in UK schools curious about working in the media is whether they can make it in a highly competitive field, and whether the creative industries are closed to all but those with the right connections.

Sadly, if these young people stumbled on the latest census from Creative Skillset, their negative feelings might be confirmed: the jobs are heavily weighted towards London, and the proportion of minorities working across all sectors is a paltry 5.4%.

Both this perception in schools of a 'closed off' world of glamour and opportunity, and the real obstacles to finding a job in the creative industries, are being challenged by a range of energetic schemes focussed on career advice, competitions, and on-the-job training.

David Holloway OBE ran away from school to do the lightshows at gigs for the likes of Jimi Hendrix. But he has devoted over a decade of his later life to seeking out kids like his younger self, helping them find a route into work that recognises and develops their talents.

As head of The Ideas Foundation, founded by veteran advertising man Robin Wight, he has developed a range of vocational schemes, from work placements and industry-funded scholarships, into an ambitious strategy. Holloway's

## The Advertising Association and Speakers for Schools have been overwhelmed by the response from the industry leaders who have already signed up.

We would like to thank them for their support.

- **Amanda Sourry** – Unilever ■ **Andrew McGuinness** – Seven Dials
- **Andrew Miller** – Guardian Media Group ■ **Andy Duncan** – Camelot ■ **Andy Hart** – Microsoft
- **Ben Clarke** – Burton's Biscuit Company ■ **Bryan Scott** ■ **Chris Goldson** – ITV
- **Chris Hirst** – Grey London ■ **Chris Maples** – Spotify ■ **Cilla Snowball** – AMV BBDO
- **David Mansfield** – The Drive Partnership ■ **Debbie Klein** – Engine
- **Elizabeth Fagan** – Boots ■ **Georgia Arnold** – Viacom International Media Networks
- **Guy Phillipson** – IAB UK ■ **James Best** – CAP ■ **Jamie Elliott** – DLKW Lowe
- **Jean-François Decaux** – JCDecaux ■ **Jim Hytner** – IPG Mediabrands ■ **Jon O'Donnell** – ESI Media
- **Joshua Graff** – LinkedIn ■ **Julian Lloyd-Evans** – Dennis Publishing ■ **Justin Cooke** – Possible
- **Kate Robertson** – Havas Worldwide ■ **Kathleen Saxton** – The Lighthouse Company
- **Kathryn Jacob** – Pearl & Dean ■ **Kerry Taylor** – Viacom International Media Networks
- **Lara Leventhal** – Eulogy! ■ **Laurence Green** – 101 ■ **Marc Mendoza** – 360 Degree Media
- **Mark Howe** – Google ■ **Matt Brittin** – Google ■ **Matt Teeman** ■ **Matthew Barwell** – Britvic
- **Matthew Dearden** – Clear Channel UK ■ **Moray MacLennan** – M&C Saatchi
- **Noel Penzer** – AOL UK ■ **Paul Bainsfair** – IPA ■ **Paul Keenan** – Bauer Media
- **Rita Clifton** – BrandCap ■ **Roisin Donnelly** – Procter & Gamble ■ **Rufus Olins** – Newsworks
- **Rupert Turnbull** – WIRED UK ■ **Russ Lidstone** – Havas Worldwide London ■ **Sara Bennison** – Barclays
- **Sarah Parkes** – Eye Airports ■ **Seb Royce** – Rockabox ■ **Seth Rogin** – Mashable
- **Simon Redican** – National Readership Survey ■ **Simon Rees** – Digital Cinema Media
- **Stephanie George** ■ **Stephen Miron** – Global ■ **Steve Davies** – APA
- **Stewart Easterbrook** – Starcom MediaVest Group ■ **Tim Lefroy** – Advertising Association
- **Tim Lindsay** – D&AD ■ **Will Arnold-Baker** – Publicis London

To find out more about how the leading figures from your company can get involved, or to register your state school, visit [www.speakers4schools.org/contact-us](http://www.speakers4schools.org/contact-us)

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