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A new guidebook tells students how to really get ahead in advertising

The guide called 'Goodbye Uni...Hello Job', gives easy-to-read advice on starting out and keeping a sense of humour.



It has been co-written by industry insiders from trade charity NABS, on-line ideas company OpenAd.net and the headhunter LIZ H, who already co-operate on a number of services for students.

And it is full of personal insights from top UK creatives including Ben Priest, creative director of RKCR/Y&R; Owen Lee, creative director of Farm; Kim Papworth, creative director of Wieden and Kennedy and Simon Learman, executive creative director of McCann Erickson.

The ten steps to landing that perfect job include 'Be one half of a dream team', 'Crits are the key to success', 'Placement heaven' and 'No more beans on toast'. The guide recommends working with a partner provided you can ask some tough questions first such as: 'Are they at least

as good as me?', 'Can I really spend 95 per cent of my waking hours with this person?' and 'Do I fancy them? (always a bad idea).'

The book also emphasis that even that first job may not be the end of the story, with the guide suggesting that you always 'keep your eyes open to other jobs. Redundancy does happen - don't take it to heart'.

Amanda Wallace, the guide's co-writer and creative client services manager at OpenAd.net said some of the insights came from her former life as an advertising creative. She said: "I graduated from Buckinghamshire Chilterns University College five years ago and spent 5 years working as one half of a junior team. There was nothing like this around to help us then and I wish there had been. We've tried to keep the facts relevant and the tone readable and we hope as many people as possible find it useful."

'Goodbye Uni...Hello Job' is available now, free of charge from OpenAd.net's and LIZ H's websites, www.openad.net and www.lizh.co.uk and will be available on NABS website www.nabs.org.uk very soon.

It can also be downloaded via this link

www.openad.net/pdf/GraduateGuide_OpenAd.pdf.