



PRESS RELEASE

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

Young creatives can now get their hands on a guidebook to getting a job.

Called '**Goodbye Uni...Hello Job**', the guide 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).'

Listening to advice from those in the know is essential because: 'The more good people who see your book, and slate your book, the better chance it has of becoming the best book in town.'

Don't just pester the Big Boys, seek advice from junior and middleweight teams since: 'You get very few shots with a creative director – don't waste your chance or their time.'

Once you get that placement: 'Only present your best work- 10 great ideas is better than 50 OK ideas.'

And realise 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 added: '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 http://www.openad.net/pdf/GraduateGuide_OpenAd.pdf.

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Editors' Notes.

LizH, NABS and OpenAd.net decided to put together 'Goodbye Uni...Hello Job' after working in successful collaboration on other events aimed at fostering young talent. They include evenings where students can come and meet senior industry creatives and have their books critiqued.

Each organisation offers its own individual services to young talent, too.

NABS is the support organization for the marketing communications industry. It is funded entirely by the industry itself and aims to make a real and positive difference to individuals, assisting with everything from a small question to a life crisis. Every year NABS receives over 6,000 calls to its Helpline and is here to help anyone at any stage of their career. It provides a number of services for those wishing to get into the industry from a resource centre through to professional advice on career management.

Creatives in particular can benefit from NABS' continuous training and events programme that runs throughout the year. This programme includes workshops on building creative partnerships (Lonely Hearts Book Club), interview technique skills (Speakers Corner), weekly portfolio critiques by top creatives for graduates and the Book Camp initiative which is aimed at creatives with experience who are struggling to move forward and which is combined with a creative selling skills workshop. A recent addition to the NABS training offer is the one day placement scheme run in conjunction with TBWA.

Liz H is a small, bespoke headhunter in Soho who is a trusted and highly regarded carer of careers. The company finds jobs for creatives, account managers and planners at all levels and works on behalf of a number of top advertising agencies large and small across a spectrum of communications. The company is particularly good at helping young creatives and offers advice on which agency they may be best suited to, finds mentors to help with portfolios and general advice on getting started.

OpenAd.net is the world's first on-line marketplace for selling advertising ideas to clients. Although the majority of OpenAd.net creatives are senior, it is popular with young talent because it offers one of the few alternative places to present work outside ad agencies. Regardless of seniority or whether they yet have a job, creatives can sell their ideas to marketers through OpenAd.net's Gallery, or submit work in response to briefs that clients post on-line. All ideas are presented anonymously (ensuring that the work - rather than the creative's reputation - gets judged). And it helps generate income and keep thinking fresh while searching for a full-time job.