

on your MARK

UNSW marketing society monthly newsletter



Editor's Welcome

Hey there girls & guys (girls go first coz there's more of them studying marketing...a fact which the other execs constantly remind me of), welcome to another edition of 'on your MARK'. The focus of this month for us here at Ignite is networking, what does it mean? What do you have to do? Does it have anything to do with computers? Don't worry, all these questions will be answered in due time.

We've had a very busy April running events such as the Graduate Careers Evening, the P&G case study as well as the joint UNSW Ignite and USyd Select Brand & Advertising Night. May is heading towards the end of the semester but we're up for one more event, our Careers Seminar!

For those of you who are confused as to the paths marketing can take you, who just want to mingle or aren't even sure of whether you want to study marketing, come find out to make sure marketing is really your no. 1 choice. Good luck with the rest of the semester and I hope to see you at the careers night!

See you soon!

Andrew membership@unswignite.com

ToPiCs

NEW EXEC

We officially welcome Ignite's Careers Co-Director, Alex Toh. Alex is our host and organiser for the upcoming Careers Seminar, he's a 3rd year hospo with a 3rd major in finance and enjoys long walks on the... if you have any questions for Alex or the seminar, please contact him at careers@unswignite.com

PROMOTION

We are pleased to announce the promotion of Andrew as the Director of Marketing and Recruitment. His responsibilities include looking after the Ignite membership database, recruitment of new members as well as the publishing of 'on your MARK'. Congratulations Andrew.

CAREERS SEMINAR SUBCOMMITTEE

A Careers Seminar Subcommittee has been established to assist with the organisation and running of the event. Led by Michelle (Vice President) and Jane (Communications Director), the subcommittee is poised to turn the event into a fantastic night of networking and as the breeding ground for next year's execs. Positions are still open for committees to help out with other future events, if you're interested, you know where to find us ;)

NEXT

Tuesday 20.05.08 5pm-7pm

Careers Seminar

Location: TBA

No RSVP required

Still confused about your careers options for marketing? Come to our careers seminar to learn about getting into the industry and the best way to kick-off your career.

Our potential speakers include:

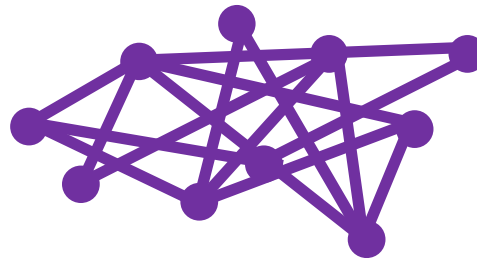
Marketing Education – Nine Dots

Marketing recruitment – Michael Page

Online marketing – Bientalto

Academics – Prof. Mark Uncles

Professional Body– Australian Institute of Marketing as well as representing...Apple!



Network = Relationship **HOTSPOT**

Networking, a scary term which frightens even the most seasoned students, but what does it really mean? Firstly, it really has not much to do with computers in our business context, unless email addresses are involved. Secondly, it is an essential tool for anybody working in the corporate world, a **relationship building exercise** which is an art that needs to be refined and practiced. So what is it?

Networking is essentially about **building contacts**, landing yourself a name, a business card and a relationship that is mutually beneficial. It may sound a bit too early to start getting names of people whom you may never call upon but you'll be surprised at how contacts can come in handy. You may even **land you a job** because it is well known that many positions available in an organisation are never advertised publicly. Even in the realms of student life, through making friends, you are establishing a network that you may call upon in later stages of your commercial life.

So what to do when push comes to shove and you find yourself in a networking event? Here are some **pointers**:

- You're there to **meet people**, so don't be afraid to start up a conversation with a stranger.
- Have a strong **introduction** in mind to leave an impression.
- Be genuinely interested, have a warm, humourous and open **perspective** and be well mannered.
- Be **focused**, give all your attention to the person you're speaking to.
- Networking is **mutually beneficial**, whilst your meeting someone who may help you out, they might also need you in the future, you never know.
- Be ready to **move on**, after you feel that you have established enough rapport with someone, thank them for their time and move along.

Hope these tips help! And I'm sure I'll see you savvy marketers on display at our next networking event. Go get'em (business cards that is!)



Hey Hospos,

The **Hospo Summit** for 4th years has been set at 6-8pm at the 360 BAR AND DINING, Sydney Tower. Our guest speakers include Anna Guy from YATEC and Sue Dingas from BridgeClimb. We are on the lookout for 3rd year hospos to come help out at the event and to get a feel of what is an annual occasion for hospos. Tracey Firth will get back to you with more details.

Internships with Hayman, Qantas and other organisations are due to open soon, keep an eye out for Roger/Nina's emails!

Classifieds

Ignite Exec Positions

We currently have 2 positions in our society open for anyone who's interested to join the Ignite Executive team. The 2 roles are Assistant Director for Sponsorship and Events/Social Director.

Assistant Director for Sponsorship

This role is to support the Director of Sponsorship. It's a great role if you would like to get in contact with lots of companies, network and get to know people from HR/Marketing. We already have a principal sponsor for Semester 1 = P&G. So for the rest of this term for the sponsorship directors are to find and secure sponsorship for Semester 2.

This may involve things like:

- Updating the Sponsorship Proposal
- Creating a list of possible sponsors to contact
- Contacting those sponsors via email and/or telephone
- Liaising with the Sponsor contact and updating them on IGNITE events

Events/Social Director

The role of Events/Social Director is fantastic if you are outgoing and like to organise events! You will be in charge of the planning of all IGNITE events for the rest of the year they include:

- 1 social event (e.g. cocktail party/dinner)
- 1 internship careers night (nb: the careers director will co-organise with you on this one)
- 1 tentative competition (nb: also supported by the careers director)

Although it may sound daunting, there is heaps of support!

– next semester will see a new sub-committee of 1st and 2nd year students to help out at all events.

So as Social Director you will mainly just be:

- delegating tasks
- brainstorming event themes/ideas for food/catering/drinks
- with opportunities to host events
- coordinate the event

Both are really great roles! They are really active and you will definitely get the chance to meet industry contacts (more importantly) form relationships with them.

If you are interested, please reply back to Michelle (our vice president) at enquiries@unswignite.com with which role you are interested in and we will let you know when our next meeting is so you can come along and meet the team to find out more.

Graduate Careers Evening

Jane's Corner

A big thank you to our major sponsor P&G along with Clemenger and IHG who came along to make this one of the most successful Ignite Marketing event this year!

A unexpected crowd of 40 plus eager marketing students came to hear what graduate career programs these big companies had to share and what it took to potentially have one of these companies being their future employers!

After much networking and informative discussion with the industry leaders, I think I can be pretty certain to say in the end majority of students had a vision on which company, which sector and which position they wanted to aspire for at the end of their undergraduate degree.

With most students now instilled with much confidence for the future, we look forward to seeing each Ignite Marketing member at the next Careers Seminar in week 10!



UNSW&USYD Wonderful World of Advertising & Brands

The first ever UNSW event in conjunction with USYD went off with a blast! This glamorous night, was graced by both Ignite and Select members (UNSW and USYD respectively) all in hope of learning more about the glamorous lifestyle of working for advertising companies namely EuroRSCG and Saatchi&Saatchi. Of course the night wouldn't be complete without the big name side of brands, P&G and appearances by Apple!

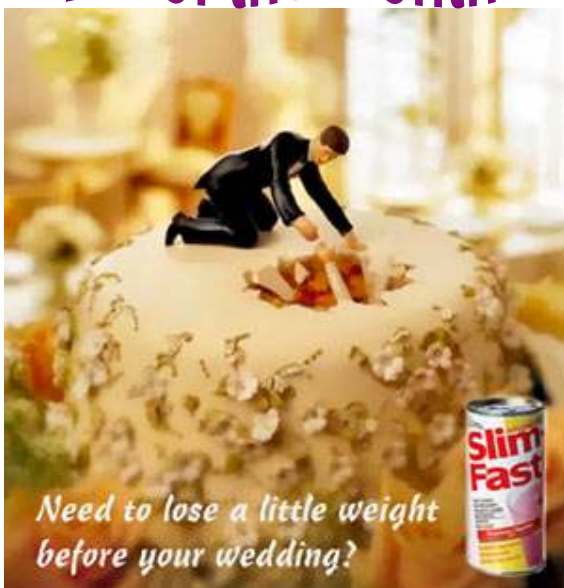
Surrounded by cocktail finger foods and the amazingly gorgeous view of city night sky, students not only networked with the representatives of the companies but also learnt more than anticipated about company cultures and not to mention their social parties!

Overall it was a great and informative night which ended with hours of informal mingling upstairs at the bar making it a successful function for the first UNSW and USYD joint event, which I'm sure will definitely not be the last!

Jane
Communications Director.



Ad of the Month



Write to us

If you have anything you'd like to see in "on your MARK", any classifieds you'd like to post or anything to ask just in general, please feel free to write to us at enquiries@unswignite.com. We hope you've enjoyed reading "on your MARK", and until next time, ciao.

Our Sponsors

