

Your mission should you choose to accept it ... Part One

Most students see breaking into the industry as a mission impossible and unfortunately that comparison does seem to stand its ground. During the few weeks that I run this column, I hope to change that around for those that have a passion for the industry and want to get ahead.

 By [Sean Inggs](#) 6 Oct 2002

I hope to create interest in our young talent, their ideas and give them a chance to be heard in the crowd. I'd like to mention, challenge companies and colleges to change their mindset.

First though this week I'm tackling education. Our educational institutions don't only need help BUT also a wake up call! Personally I do not think our colleges or schools (whatever you want to call them) are doing a good enough job to assist their students in their talents, experience and exposure in the industry.

When I was studying my Marketing & Business Management diploma I lived to get my hands dirty in our assignments and do them well. Though it wasn't enough for me, I wanted more. So I asked about organising a weekend where all the departments could get together (eg. marketing, graphic design, film & TV) to create an ad campaign for our college. This way outsiders could see the standard of student work this particular college was making and if good came out of it ... obviously then this would make the students more excited, inspired and give them a "real" hands on experience on running an ad campaign. Employers would be proud and confident of hiring us once completed studying and any school leavers or people looking for a new career would want to study at our college. The response was "Hmm, sounds good, write a letter to the head". I did. Nothing was done.

I later decided to do a part-time copywriting course at an advertising college. One day in the reception I found some adverts lying on a couch. It was of two print ads advertising the college. They weren't fantastic actually they were quite pathetic. Anyway, I decided to check who created them thinking it was some students whose creations were unfortunately chosen. No... it was actually an ad agency. You can guess my response - "What the #%\$???". Here's a college that has a building full of advertising and marketing students but umm they are getting an ad agency to create their campaign? And what seemed a rather shit one too. I'm sorry, I'm blonde and blue eyed so maybe that's why I don't get it.

It's these things and more that are making it hard for young SA talent to break in and get noticed. Colleges seem too scared to let young minds show what they got. Why? What are they scared of?

For those that are thinking that I've left out awards as they expose young chosen talent, don't worry I haven't forgotten. Yes there are awards to enter their students' work into, but just look at them. There are always rumours and stunts being pulled where directors and teams just create ads during a certain time of the year to get an award or two, could this be a seed that was planted during their studying?

Don't get me wrong though, I'm all for advertising awards (the ones that rely on sales figures etc.) but they shouldn't be the only platform to showcase young and up coming talent.

So if you're at college, university etc. why not let your own students run your campaigns? What's wrong? Scared your reputation might rocket through the roof? Scared you might not get anything good? Showcase

your students abilities to the real world. By doing this you teach the students loyalty to their future clients sales and not to an award ceremony. That's where true satisfaction comes in. If you don't have confidence your students, you have problems.

Next week I'll be looking at another way that would help create industry exposure for our students and assi them in becoming the best at what they are talented at... possibly even cause current advertising agencies lose accounts. Now I've got your attention haven't I?

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