

# THE MARTIN AGENCY STUDENT WORKSHOP

## GENERAL DESCRIPTION

The Martin Agency holds the Student Workshop twice a year (in January and June) to give college students a true experience in the advertising business. It is our hope that after participating in the workshop, students will gain a better understanding of how an agency works, its creative environment and its philosophy. This workshop helps students discover whether advertising is the career for them.

The program is made up of two components.

- 1) Seminars. Agency leaders conduct interactive sessions that focus on various communications disciplines including strategic planning, creative, media, interactive and public relations.
- 2) Case Assignment. The case project is a real-life, real-client situation. Students are expected to work together in teams to research the target audience, concept campaigns and develop a communications plan. Each group will be guided by two designated team leaders from the agency. The groups will have access to personnel in each department to use as additional resources. On the final day of the workshop, three teams present a marketing/advertising program to agency executives and a client representative.

The workshops are intended for current college students who have an interest in advertising and marketing. Approximately fifteen applicants are chosen for each session based on the strength of their applications.

## DETAILED INFORMATION

The dates for the next workshop are January 5-14, 2011. Students should complete the application and submit it **by October 29, 2010** (it needs to be in our building by end of business day on the 29<sup>th</sup>) for the January 2011 session.

**Along with the application, please send a cover letter, resume and additional materials such as artwork or writing samples that would set you apart from other applicants. (These are nonreturnable, so don't send original, one-of-a kind pieces, please). Bonus points for sending a 2 minute video of why you want to be in advertising.**

You may assemble the pages of the application in any format you wish and submit it via mail (video on USB drive or DVD) or email as a pdf (with video link/attachment).

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Creativity is encouraged, but don't make it too hard to read or share with the committee. (No glitter is appreciated as well). Applications are evaluated on communication skills/writing, knowledge of advertising in general and creativity.

The Martin Agency Student Workshop Committee will review the applications and recommend participants. Acceptance letters will be mailed on or before November 24 for the January 2011 session.

Students who agree to participate must notify the agency by calling or writing.

### PROGRAM SCHEDULE

A sample schedule is attached. The seminars usually start at 9:00 a.m. and end no later than 5:00 p.m. Closer to the presentation date, students often find it necessary to stay late during the week and come in on the weekend to work on their case.

The case project is assigned on the first day and students will meet and work on the project daily. A work area is provided for each group.

Students will be given background materials and the information necessary to complete the project assignment. Students are expected to think creatively and strategically and are encouraged to prepare the solution that the group believes to be the best one. Students should view the presentation as a new-business pitch. The best thinking, rationale and presentation wins the account.

### ADDITIONAL INFORMATION

1. Students are responsible for their own lodging, meals and transportation during the workshop. When possible, we will try to house out-of-town students with in-town students.
2. Upon completion of the workshop, students will receive a Certificate of Participation.
3. In order to run the workshop successfully, we ask students for their evaluation of the program on their last day at the agency.
4. This is an unpaid program.
5. For further information, contact Allison Mays at 804-698-8219 or [allison.mays@martinagency.com](mailto:allison.mays@martinagency.com).

**The Martin Agency  
Student Workshop Sample Schedule**

Day 1: Wednesday

9:00 - 9:15	Breakfast
9:15 - 9:30	Welcome
9:30 - 10:00	Agency Introduction
10:00 - 10:30	Agency Culture
10:30 - 11:00	Tour of Agency
11:00 - 12:00	The World of Advertising
12:00 - 1:30	Lunch
1:30 - 2:30	Workshop Veterans
2:30 - 3:00	Case Presentation
3:00 - 3:30	How To Get Started
3:30 - 5:00	Get To Know Your Team and Team Leaders

Day 2: Thursday

9:00 - 10:00	Public Relations
10:00 - 11:00	CEO Chat
11:00 - 12:00	Marketing Intelligence
12:00 - 2:00	Lunch/Work on Case
2:00 - 3:00	Strategic Planning
3:00 - 4:00	Creative
4:00 - 5:00	Work on Case

Day 3: Friday

9:00 - 10:00	Art of the Deck
10:00 - 11:00	Media
11:00 - 1:00	Lunch/Work on Case
1:00 - 3:00	Ideas and Ad Campaigns
3:00 - 5:00	Work on Case

Weekend: Saturday & Sunday

No set schedule, but groups usually will work on their case during the weekend.

Day 4: Monday

9:00 - 10:00	Account Management
10:00 - 10:30	Studio Art
11:00 - 12:00	How To Get A Job in Advertising
12:00 - 2:00	Lunch/Work on Case
2:00 - 3:00	Digital
3:00 - 5:00	Presentation Skills

Day 5: Tuesday

9:30 - 11:00	Tour of VCU Brand Center
11:00 - 1:00	Lunch
2:00 - 5:00	Work on Case

Day 6: Wednesday

Work on Case

Day 7: Thursday

Scheduled Presentation Rehearsals

Day 8: Friday (generally finished about 1 pm)

Presentations by each group

Judging/Lunch

Feedback/Winner Announced