Earlier this year Media Professionals Week took place on the Warrington Campus at the University of Chester. The event which featured a series of lectures, workshops and interactive sessions was a brilliant opportunity for media students to gain an insight into the creative industries and learn what it takes to make it in the media business.

For employers and those in the media industry, this was a great way of sharing their own experiences and knowledge of their professions, and it was also a great way to see the creativity and potential of the students at the University.

The event hosted a range of talks and activities over the week which included:

- ‘Business Bootcamps’ - designed to give students a chance to turn their entrepreneurial ideas into reality.
- The Real CSI – Crime Evidence and the Media - a session which recreated how the police use technology to gather evidence, solve crimes and prosecute criminals.
- One of the event highlights was the interactive Doctor Who-themed event with musician and composer Peter Howell, the arranger and producer of the show’s opening credits.
- A session by Paul Rasmussen, Global Manager for the BBC Press Office, where he spoke on covering international affairs and conflicts with the world’s largest news organisation.

One of the week’s main events ‘Inside the Creative Industries’ saw experts from the music, media, advertising, events, PR, business and marketing sectors visiting the University to give its students advice and information about how to get into the creative industries.
A panel of media experts gave advice, tips and their experiences of the industry. They included: Jim DeWhalley, Owner, Project Sounds (record label/studio); Phil Roberts, Head of Region, BBC North East and Cumbria; Chris Arnold, Creative Director, Creative Orchestra; Simon Adderley, Assistant Director, Centre for Labour Market Development, University of Chester; Simon Fuller, from advertising agency The Raft; David Powell, reporter, Chester Leader and Chester Standard (NWN Media); Jane Harrad-Roberts, Consultant Director, Marketing Projects; Callum Reckless, Managing Director, Reckless New Media; Graeme Goulden, Senior Product Manager, Monster/Co-ordinator WACreative, a group for anyone working in the creative industries in and around Warrington and Kieron Collins, Managing Editor, BBC Entertainment Production North.

Career Consultant, Julie Bhagat, who organised the event, said: “The Inside the Creative Industries conference brings together a range of experts from across all disciplines of this sector to share their knowledge with the talent of the future.”

"The information and tips from our panel of creative industry insiders will give the students a real idea of how they could improve their knowledge of the sector and increase their chances of breaking into this competitive area of work."

Jim de Whalley, Artist Manager/Record Producer, Project Records, who sat on one of the panels, said: “Inside The Creative Industries provides a great opportunity for students to hear from industry figures whilst providing an environment that promotes open, yet controlled, discussion on contemporary topics.”

David Powell, Reporter for the Chester Leader and Standard, NWN Media, added: "It was fantastic to be a part of the ITCI event and to be able to offer some hints and tips to students looking to break into the creative industry. Hopefully students will be able to take on board the pointers and use them to their advantage when going forward and looking to get that all important first job. I look forward to hearing of their progress."

Graeme Goulden, Senior Product Manager at Monster and Co-ordinator of WACreative, explained why the event is a brilliant opportunity for students to get an insight into the creative industries. The Inside the Creative Industries panel covered a range of topics including: “How networking and using social media can be of benefit to students and graduates, and how they can influence you in your career.”
Through attending media events, students can meet employers and make themselves stand out. Employers are always looking for new talent, and Graeme notes how for students, by simply having casual conversations with employers at events they can become more involved in the industry and gain confidence. For Graeme the discussions were a “Good opportunity to hear what people in the industry are doing and how they got there.”

Through attending events, employers can not only meet potential employees, but they are also exposing themselves to others in the creative industries. Graeme notes that this invaluable experience is a brilliant way of learning “other experiences and advice from other people in creative areas.”

Why not get involved and use this annual event to:

- share your knowledge and insights of working in the media industry
- network your ideas and business with other companies involved in Media Professionals Week
- come meet the next generation of media professionals at the University of Chester
- learn more knowledge and experiences of others in the profession?

If you would like to get involved in further events or find out more information simply email: careers@chester.ac.uk

To read more about the Media department at the University of Chester click here: http://www.chester.ac.uk/media