

# Workshop for would-be marketing executives

**Five new media campaigns for Pilkington Activ™ self-cleaning glass were thrashed out at an intensive workshop for would-be marketing executives in October.**

The 30 young hopefuls were all Year 10 pupils from St Cuthbert's Catholic Community College for Business & Enterprise in St Helens, and the Mini Enterprise Day was organised as part of Pilkington's work with the Local Area Partnership for Creative Learning, which aims to give schoolchildren early experience of the world of work.

## **Workshop**

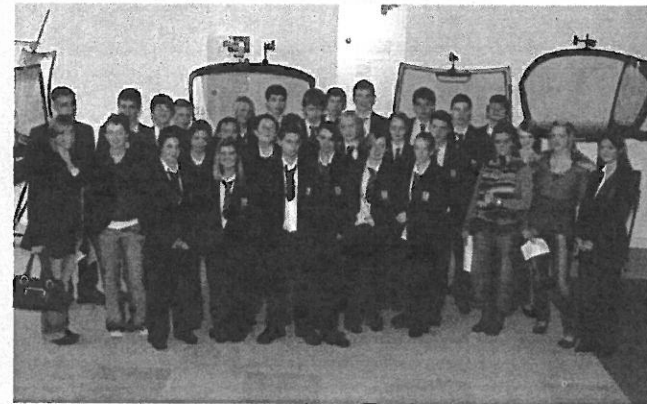
The workshop was held at Lathom where the pupils were split into five groups, each with a mentor from Carmel Sixth Form College and another from Pilkington. "The day was a huge success," said Emma Dearden,

from Building Products HR, who co-ordinated the event. "Both the pupils and the mentors enjoyed it enormously.

"The groups were given a budget and costings and had to choose which advertising campaigns they would use to promote Pilkington Activ. They had to produce a PowerPoint presentation explaining their choices and then put together the campaign itself.

"Students worked hard and were very enthusiastic about their campaign. We have had a lot of feedback – both from the children and the staff – to say how useful it was."

Berni Clarke, LAPCL project manager, said: "This was such a fantastic opportunity for the pupils to come out of the school environment and experience the world of work. We are very grateful to Pilkington for their time and commitment in organising and mentoring the event."



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