

# TBWA\RAAD: The Intern Factor

Looking for a job straight out of university? Why not consider interning at one of the many multinational advertising companies based in Dubai? Many of the region's universities have implemented internship programs with agencies across the region. In fact, these internship programs have become graduation requirements at many schools, offering students the advantage of experiencing agency life prior to entering the real world.

## Who's offering internship programs?

Companies like TBWA\RAAD, the fifth largest ad agency in the Middle East and one of its fastest growing, has been expanding its client portfolio at an incredible rate and offering university students the opportunity to gain hands-on experience with some of the region's foremost clients. TBWA\RAAD has been actively involved in offering summer and winter internship opportunities to students from some of the leading universities in the UAE and abroad. Internship opportunities extend to both junior and sophomore students in the fields of advertising and mass communication, graphic design, marketing and business administration.

Interning at a multinational company such as TBWA\RAAD allows students to experience real world agency responsibilities, helping them prepare for life after university. An internship program allows students to be better prepared when they join an agency full-time, and might even provide them with a job opportunity when they graduate. Students who join internship programs have a clear advantage when it comes to competing for a position at an agency, especially in the competitive world of advertising where creative and raw talent is hard to find.

## What does an internship at TBWA\RAAD entail?

TBWA\RAAD's internship program began in January 2001 and initially applied to students from the American University of Dubai (AUD), University of Sharjah, Dubai University College (DUC), American University of Sharjah (AUS) and Zayed University in the UAE. The program has also welcomed students from the American University of Beirut (AUB) in Lebanon and York University in Toronto, Canada, to name but a few.

The training offered ranges from eight- to 10-week programs, which are an essential component of the graduation requirements for most students and aims to provide them with a chance to experience the real world of advertising and put into practice what they have learned. Interns at TBWA\RAAD have contributed to many of the UAE's most popular design campaigns, such as Emirates Today's World Cup campaign for Germany 2006, TWIX's new biscuit campaign and Nissan's 2007 Pathfinder campaign. Being granted the opportunity to con-



tribute to such high-profile campaigns allows student interns to begin creating a portfolio early on, helping them land better jobs as they progress through their professional life.

## What happens after the internship period is over?

Once the internship ends, the student's performance is discussed with academic advisors and students are formally appraised by TBWA\RAAD's assigned internship supervisors. Evaluation forms are sent to the respective universities for grading and count towards the student's final graduation requirements. The feedback forms cover the student's productivity, performance, total hours spent at the agency, projects assigned and tasks involved in each assignment.

## Are recent graduates finding it easy to find work in their field?

TBWA\RAAD has a long history of hiring new talent – the agency currently employs several recent graduates from across the UAE and the region, working on some of the agency's biggest accounts. Graduates with internship experience have a better chance of landing a job straight out of university due to their agency background and professional portfolio. Multinational companies prefer to hire graduates that have had some sort of previous work experience, and internship programs provide exactly that sort of exposure. More so, students who have interned prior to starting work full-time have an easier time coping with the pressures of work life and a better chance of advancing quickly in their careers. 🎓