



Marketing & PR Programme

ITINERARY

Rates from £825.00 per person, based on 15 paying students in twin rooms with the below inclusions. All groups also benefit from 24 hour emergency assistance, free mobile phone for group leaders, and directional and tourist maps for all participants.

Day 1

AM Arrive in the UK, transfer from airport to accommodation by private coach.

PM Orientation session with Anglo Educational Services staff, and Safety Officer.

PM Guided coach tour of London

Upon arrival in London, you will be met by your private motor coach which will transport you to your accommodation. As check-in is not normally until 3pm, arrangements will have been made with the hotel for you to leave your luggage in a secure area. A pack containing any pre-purchased travel cards, plus directional maps, will have been left for the group leader upon arrival.

An orientation session will be held for you at the Anglo Educational Services Study Centre, Monticello House, in conjunction with AES staff. This session will cover health and safety, how to use public transport as well as offering you helpful hints for your stay.

Following your orientation session you will board your coach for a 2-3 hour guided tour of London with your private guide. Don't forget your camera, as there will be plenty of opportunities for you to disembark the coach and view all that London has to offer. Your coach will drop you back at your accommodations where you will be able to check into your rooms.

Day 2

AM Visit to restaurant group to talk about the importance of social media and marketing within the hospitality sector

PM Visit to a magazine

This morning you will undertake your first site visit to a London restaurant group. London is a major hub for many restaurant chains, and there is a big rise in the number of smaller restaurant groups, pop ups, and markets. You will learn about PR and marketing within the hospitality sector, social media and the development of hospitality and tourism in the UK.

Following free time for lunch, you will visit the office of one of London's many magazines. Your visit will start with a tour of the office, and will include a meeting with a member of the editorial team and the chance to understand how journalism in the UK is structured.

Day 3

AM Visit to Marketing and PR company

PM Visit to major retailing company with marketing and PR lecture and tour

After breakfast at your hotel you will make your way to your first visit of the day: one of London's major marketing and PR companies. Here you will meet with staff, have a talk about the company alongside your tour, and gain an insight into how the field of marketing and PR is covered in the UK.

In the afternoon you will meet with the marketing team at one of the UK's best loved retailers. The John Lewis Partnership, incorporating Waitrose supermarkets and John Lewis department stores, has a unique structure, used not only by international retailers as an example of corporate responsibility, but also by the UK Government. You will tour the store, understand their marketing and media strategies, and have the opportunity to ask questions about the company as a whole.

Day 4

AM Opening Ceremony at the Tower of London. Meeting with marketing and Travel Trade Team at Tower of London

PM Visit with CEO of Online Digital Marketing company

It will be an early start this morning, as you will be meeting at The Tower of London at around 8.30am for morning entrance into the opening ceremony. This is a special ceremony, which is only available to view from within the Tower to groups, and involves a military escort and march to open the Tower for the day. One of the main highlights is being able to take photos, which is not allowed when attending the Ceremony of the Keys. After this short ceremony, you will be meeting with a member of the Sales and Marketing team, who will talk to you about how a large attraction such as The Tower of London is run, and the importance of sales and marketing. Following this you can take a Beefeater tour if you wish, where you will be taken round the Tower, discussing the history of the Tower, torture, and the secrets held within, including the mystery of the Princes in the Tower. Entrance to the Crown Jewels is also included.

After exploring the Tower of London independently, you will be meeting with the CEO of an Online Digital Marketing company. You will learn about how the company is structured, the way in which they function, and the marketing industry.

Day 5

AM Visit to a selected university to meet with student union leaders about Communications, Student leadership and Management

PM Lecture on Marketing and PR by social media expert

Evening Theatre production

This morning you will go to one of the major London Universities, where you will meet with members of the student union team. You will learn about their role, the importance of the student union to students at the university, and how they promote their services. You will partake in a campus tour and see the facilities, allowing you to compare and contrast with your home campus.

After free time for lunch, you will meet with a social media expert. Social Media is key to the field of Marketing and PR, and this lecture will allow you to gain an insight into the use of social media to promote brands and products, and the role that they play in enhancing a brand's image.

In the evening you will attend one of London's West End theatre productions.

Day 6

AM Free day- No AES Activities

Day 7

AM Check out of hotel. Private coach transfer to airport

This morning you will be transported to the airport via private coach for your flight home. We hope you have had a safe trip and look forward to welcoming you to London again one day.

The logo for Anglo Educational Services is located in the bottom left corner. It consists of a light green rectangular box with the word "ANGLO" in a dark, sans-serif font. Below this box is a dark grey box with the words "EDUCATIONAL SERVICES" in a white, sans-serif font.

ANGLO

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