



Professional and Alumni Programs

Business, Finance and
Marketing

Day 1

Upon arrival in the UK you will be greeted at the airport by an experienced Tour Manager, who will be accompanying the group throughout your stay. You will board a luxury private motor coach which will transport you to your centrally located, 5-star accommodations. You will have a continental style breakfast provided where you will have the opportunity to meet with AES staff, who will be able to answer any questions about your stay, as well as provide you with an orientation to London.

Following breakfast, your Tour Manager will take you on an introductory coach tour of London. Covering many of the major sights such as Big Ben, The Houses of Parliament and Westminster Abbey, this tour can be customised to the requirements of the group, and will incorporate regular stops to take photos. Upon finishing the tour, you will return to your hotel for free time to allow you to check into your room and unpack before meeting again for your first meal together.

This evening's meal will be at one of London's numerous traditional pubs where you will feast on British delicacies. Options may include fish and chips, steak and ale pie, or shepherd's pie, followed by sticky toffee pudding or apple crumble and custard. Your Tour Manager and the bar staff will be able to assist you in choosing a suitable ale to complement your meal.



Day 2

After breakfast at your hotel, your Tour Manager will accompany you on your first trip on the London Underground. With a total length of more than 249 miles, and 270 stations, the tube, as it is commonly known, is the quickest and simplest way to get around the capital. The day will be getting underway with an overview lecture on the UK's Financial Sector, comparing and contrasting it with that of the USA. Your lecturer will be a prominent figurehead in the field. Past contributors have included the Economics Editor of the Sunday Times, Oxbridge Professors, and Chief Economists.

After free time for lunch you will proceed to the world-renowned Lloyd's of London. Here, a private guide, will give you a customised tour of this iconic building, steeped in history ranging from the old Library, to the modern Trading floor. In the evening there will be free time to explore London independently, and experience some of the wonderful tourist attractions of the city.



Day 3

An early start will greet you today, when you board your private coach to the university city of Cambridge. Located 50 miles outside of London, the city dates back to the Bronze age, and is home to one of the world's top universities. The day will commence with a punting tour of the River Cam. A personal punting guide will point out various sites along the river, including the college you will be visiting later in the day.

Following a punting tour, your Tour Manager will show you some key areas of the city, before free time for lunch. In the afternoon, prior to returning to London, you will have the opportunity to visit one of the famous Cambridge Colleges, where so many of the world's greats have studied.



Day 4

Today will start at the Tower of London. Founded in 1066, the Tower has played a prominent role in England's history. You will begin with access to an exclusive, magic event known as the Opening Ceremony. Not accessible to the general public, this is a time-old tradition, where the Chief Yeoman Warder officially unlocks the Tower for the day. You will then meet with a member of the Sales and Marketing Team from Historic Royal Palaces who will discuss the important role the Tower plays within the tourism and educational sector, as well as how an attraction is marketed. You will then have free time to explore the Tower; options including participating in a public tour with a Yeoman Warden, which takes place regularly throughout the day.

This afternoon you will be visiting an exclusive 5-star London hotel. Here, you will have a guided tour with the staff, looking at what goes into running a luxury property, as well as meeting with members of the finance, marketing and web team. You will then proceed to the 17th century Wine Cellar, frequented by royalty and politicians of old; Prince Charles had his Bachelor Party here. Housing over 8,000 bottles of fine wines, you will have the opportunity to participate in a wine tasting with their Master Sommelier. This evening event can also serve as an Alumni networking event, or AES can arrange for prominent figures within a range of sectors to attend.

Day 5

A site visit focusing on the field of Finance will be on the agenda for this morning. Options include investment banks, The European Bank for Reconstruction and Development, or The Association of Investment Trust Companies. Directly after this, you will make your way to the AES Study centre to participate in a panel session chaired by the founder of a digital marketing company. Previous participants include representatives from Google, the banking sector and multi-award-winning marketing and PR companies.

No trip to London is complete without a trip to the theatre. This evening you will be seeing a show on the West End Stage.



Day 6

Today will be a day dedicated to sports. You will depart London by train to the city of Manchester, renowned for its sporting history. You will start your visit with a trip to one of the cities football or as you may know it, soccer, clubs where you will have an exclusive behind the scenes tour, meeting with those involved in training, marketing and coaching. You will then proceed to Hotel Football where you will have a sit-down lunch with footballing legends.

After lunch you will make your way to the Old Trafford Cricket Ground, home to Lancashire Cricket Club. A tour of the ground will follow, with the opportunity to see different facilities, including their state-of-the-art Media Centre, and learn about the national sport of the UK from experts. You may also get the opportunity to view a training session.

After a fun filled day, you will return to London via train, having experienced some of the UK's greatest sporting history.



Day 7

Retail plays a vital role in the economy, and today you will be visiting one of the UK's most popular retailers. You will interact with staff and management, learning about their business ethos, as well as having the opportunity to shop in store.

In the afternoon you will have the option of participating in a specialist walking tour of London. Customised for your group, a range of topics can be covered including literature, theatre, architecture, criminology and business and finance. Alternatively, you can enjoy a free afternoon visiting a museum or attraction.

For your final evening in London you will be taking a cruise down the Thames with a canapé and drinks reception. Options of both private and public events can be offered, with networking opportunities or talks with academics or business practitioners

Day 8

On your final morning in London, following breakfast you will be transferred to the airport via luxury private coach to make your return journey. Upon arrival at the airport your Tour Manager will leave you in the safe hands of your airline, having experienced a unique, fully customised academic and leisure experience in London.





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