



The Business Experience Diary

Gislaine, Brazil

Day 1

This is all so exciting!

I've looked forward to being here ever since the day I got the news about winning the competition and I'm sure it's going to be a very important period in my life, both personally and for my career. I hope I'll learn all about ELT books and other materials created and published. Such experience should open new windows and doors full of interesting opportunities and different ways to follow my own path and fulfill my mission in this world.

I'd like to thank everyone at Macmillan for this wonderful opportunity! Thank you.

Week 1

The first week of our work experience involved getting to know the company and some of the people who work there, mainly from the Marketing and Sales departments. We had the chance to talk to them and hear about their jobs and kinds of activities they usually do.

One of my favourite moments was the training called 'Writing a creative brief', which involved all the Marketing team and gave us an insight into their world.

It's been a busy and, above all, interesting week and we've certainly learned a lot about Macmillan and the world of publishing. But there still is a great deal for us to discover as we enter our second week with just as much excitement as when we first stepped into this company.

Week 2

As we get to know Macmillan Education, our days get busier and busier, but this just means that there are lots of different aspects to see. This week we spent a lot of time with the European Sales team. We also had meetings with the Finance, Design and Picture Research departments, which were all very interesting. I really enjoyed meeting the European Sales team and talking to the Design department.

Week 3

I think it's fair to say that this week was the busiest of all three weeks.

On Monday and most of Tuesday Marlin and I were separated to spend time with the European and Latin American Editorial Departments, respectively. It was really interesting because I had the chance to contribute with my point of view as a Brazilian English teacher. We also went to a photo shooting session to get pictures of props for a new book, and talked to people from the Production Department.

I guess Editorial and Marketing are the most attractive parts of the publishing business to me, mainly because there's always creativity involved. But I've also enjoyed getting to know more about web and electronic publishing.

Well it's almost time to go home. I've had a wonderful time here in Oxford and I have all the people at Macmillan Education to thank, especially the Marketing team, so CHEERS!

I hope we can meet again some time in the not-so-distant future.