



The Business Experience Diary **Pavel, Uzbekistan**

Prologue

I was happy to come to Oxford and work for two weeks in an international company - Macmillan Education. It was a great honour for me to win this competition considering the fact that I was first winner from Asia. I was glad to represent in England two countries: Turkmenistan - my home country and Uzbekistan – a country where I am studying. It was amazing time and probably it will be difficult to describe all great moments during these two weeks but I will do my best.

Week 1

On 17 August at 9.30 we were in a reception of Macmillan Education offices. Charlotte Ellis met us with a bright smile and brought us to the 3rd floor. There we met Jo Greig - chief of marketing department. This nice woman and successful employee of Macmillan Company introduced us to workers of marketing department and told us about their roles in the company. Also we learned more about Macmillan Group as an international company which books are well-known in the world. I listened her intently and with every minute I realized that I come to the one of the best publishing companies. After short conversation with Jo we had a walk by all offices of the Macmillan Education and after all Charlotte provide us with a computer and the Internet connection.

To clarify the aim of our stay at the company I should mention that during these 2 weeks we met many people and we worked with almost every department in the company. So, the purpose of the Business Competition was to show to young successful business students responsibilities of each department and to reveal the process of publishing books. Usually we have begun our work day with a meeting with an employee of one of the departments and after that we completed a task from this person. Commonly the task was a part of employee's work and it was very interesting to feel ourselves a member of Macmillan staff for a while.

On first day there we helped Charlotte with a market research. On that moment she was working on the book 'English for Law Enforcement' and we helped to create a

database of target customers, and to write a short sales manual. Was I ready for my first task? To be honest, not really! Just because I had holidays for 2 months and at first day I should do Marketing Executive's work. But at the end of that day I already had an idea about this company.

On the second day, we met Justin Prole, and he told us about Macmillan's websites. We learned that at the current time they are working on improving the site and soon it will be more modern. Our task was to analyze Macmillan's websites and to offer some suggestions about improvement. Also we worked on collecting information about the number of visitors on the websites of Macmillan. Another experience was as a reward at the end of this day.

Third day begun with a meeting with Laine Redpath-Cole, she introduced to us Macmillan Education Online Dictionary (MEDO- www.macmillandictionary.com). She told us about their online dictionary, its features and about new marketing campaign that they are launching. On that day we worked on searching for websites which might like to place on their own site a search box which allows visitors to get a quick definition of an unknown English word. Then we had time to think about new slogan for MEDO. This day helped me to understand that I made a right decision when I choose business administration faculty and marketing specialty in my university.

Next day Karen Long - UK sales Manager told us about her role in the company and about a process of distribution of the books in different countries. For that day she planned a trip to local bookshops for us. We visited 3 bookshops and analyzed a situation in the market of books in Oxford. I enjoyed the day we spent in town.

Last day of the 1st week was not hard, on Friday we got know better about Macmillan catalogue. And our task was to find appropriate pictures for new 2010 catalogue. That was fun!

Week 2

On the next week we started to work with Editorial Department. On Monday we met Commissioning Editor – Darina Richter. We learned about the work of this department and about Darina's responsibilities in the company. She gave us a chance to have a look on a new course book that will be published very soon. We completed some

exercises in the book and wrote our opinion about it. Darina found our comments very useful and we also were pleased to “taste” the book which is not available for other students. In the afternoon another Commissioning Editor - Andrew Hornsby-Smith, told us more about their department and about plans of raising popularity of the books in the Internet. We helped him to type teaching e-bag tips for their website. At the end of the day we understood the important role of Editorial Department in the company.

On the next day, we continued our introduction with this department. All day we worked with Michael Kedward – Managing Editor. He explained to us with whom he is cooperating during a work on a particular book. Also, he told us about the life cycle of a book starting with research and finishing with printing a bound copy. He mentioned about almost every phase of preparing new book and we listened him with a great interest. After the lunch he gave us a task during which we had a chance to edit part of one of the books. Personally for me it was not as exciting as a work with marketing department but it was interesting to learn more about the process of publishing new books.

Eighth day was probably the most interesting for me. At that day Gareth Evans – UK Sales Representative went to Southampton University and we joined him. It was a very useful as well as exhilarating trip. Gareth conducted two workshops in which he explained to students about effective ways of usage of Macmillan Dictionary. We observed the work of professional who made a speech in front of 300 students and I was amazed how he handled his work. I had a chance to watch his style of giving presentations and I found this time extremely useful for me because a business student should know how to do that. And I very grateful to Gareth for sharing his experience with me. At the evening we were invited to join the marketing department in local amusement – punting. That was enjoyable and full of fun time!

On Thursday we met with Caroline McDougall – Production Controller. She told us about her department and about production process. Caroline showed us some documents and gave us a small task. After that we had a meeting with Jon White and Michael Lax. They told us about digital development of the company and about www.onestopenglish.com website respectively. Personally I was amazed about new ways of development of Macmillan Education.

On the last day we had a conversation with Andy Poole – Sales Manager. As usual we learned about a work of this department and were given interesting information. He told us about popular books and high sales of particular books in our countries. Also he mentioned about other regions with which he is working. That afternoon we had a small goodbye party where we received presents and thanked those people with whom we worked these two weeks.

Epilogue

Undoubtedly that was the most thrilling and unforgettable experience I ever had! I want to thank people who helped me to win this competition: Larisa Hachiyan – my first English teacher, Rozaliya Zyryanova – a teacher who brought my English to an academic level and of course Bokhodir Ayupov – my business teacher whose lectures inspired me to choose Business Administration faculty and thank to him I was able to describe successfully our local brand – PAYNET. Moreover, I want to thank Charlotte Ellis, Jo Greig and Cathy Smith for their help and cordial welcome in the company. This time helped me to realize that I choose right faculty in my university – Westminster International University in Tashkent. And after these two weeks in company I realized how fabulous this company is and that Macmillan Education has a great potential. Macmillan will be always number one for me! I liked this company so much that I decided that one day I will come back there and I will purchase Macmillan Group and I definitely appoint Charlotte Ellis a chief of Macmillan Education!