



The Business Experience Diary **Magdalena, Poland**

Monday

My first day in Macmillan Education in Oxford! What is the first impression? Awesome!

At 9.30 I had a meeting with Kate Salter – Marketing Administrator. She took me around the office and introduced to everyone. I was quite surprised that everyone here paid me so much attention. That's amazing that people who have such a lot of work to do have a time for simple student from Poland. I have briefly seen almost all departments – Marketing and Sales, Editorial and Production, Digital, Editing, Financial.

After "sightseeing" and tea time was a turn for meeting with the International Sales and Marketing Director – Jo Greig. I think that she noticed that I'm quite stressed during my first day in Macmillan, but quickly she made me feel more comfortable talking about her connections with my motherland. She also told me a bit about the Macmillan Publisher company, history, worldwide range and her duties. It's a pity that the next day she has to leave for the conference in Dubai!

Rest of the day I spent on talking with Marketing Department members – all of them were really helpful and honestly speaking after one day I almost feel like in home here.

In the evening I had a small walk around the town – I just fell in love with all those small colourful houses, big buildings of University which look like they're from Harry Potter books and overall academic atmosphere which you can feel on every street. Oxford is beautiful!

Tuesday

Second day I started with Louisa Browne. She demonstrated me a wide range of Macmillan Caribbean publications. She told me how specific the Caribbean book market is and which books are the most popular there. Louisa is also a Development Editor so we spoke a bit about editing and production process.

Next was a turn for my first task – an Editorial Task. At the beginning I was afraid that I won't manage, but Holly, who also works in Editorial Department, explained me everything very clearly. I spent almost all day doing my job and when I finished I realized how laborious such kind of work is. I really admire all people who work in Editorial Department.

After lunch I had a meeting with Keith Lonsdale who told me about his work in Media Department. We were talking a bit about my winning video and from where all pictures in Macmillan books come from. He also gave me a task – to make a research and prepare the contact list of photographers from Kazakhstan, Jamaica and Saudi Arabia.

I spent my evening with Charlotte Ellis and her flatmate – Holly. They invited me for a dinner to their flat. I had a really great time there eating delicious Guacamole and chatting. Thanks for them that they made my time here less alone!

Wednesday

Today is a digital day! For me it's really inspiring, because I'm really into such kind of things!

First I had a small talk with Caroline Short – the lady who handles all social media matters. She changes my point of view. I always thought that social media are the cheapest way to promote company, but it goes out that there is something more behind this – that everything is about adding to the company's face. She told me that people can easily feel when company is just pushing new products through the Facebook or if they actually care about relations between them and “fans”.

During this day I also got know about SEO methods and Macmillan Online Dictionary marketing campaign - every piece of information was new for me and extremely valuable.

Thursday

In the morning I had iMovie training. Due to the fact that I generally like making videos (that's why I'm here!) it was nice to have an opportunity to learn how to edit movies in a new program.

After lunch Guy Jackson – Project Manager – took me through all digital issues. That was particularly absorbing for me, because I think that digitalization is the future. My task for today was to make research about Polish ebooks market and sadly it goes out that this industry is in total infancy in this country.

I really liked this day because of one more fact – two people from Marketing team had a birthday. Due to this fact their colleagues brought them cakes and flowers – it was invaluable to experience this fantastic atmosphere which is inside the Macmillan Company.

Friday

My last day – and I feel badly because of this fact. It passed so quickly! Too quickly!

In the morning I had a talk with Chris Willis about sales and commissioning. I was really interested in this topic, because somehow it covered my study programme. Chris is also my current flatmate here in Oxford and yesterday's evening we spent in the kitchen, drinking tea and talking about travels and work in Macmillan. Great time!

After lunch I had lots of things to do – making my weekly report about Publishing Cycle and meeting with Gareth – Sales Manager for UK and Malta. He told me a bit about difficulties of a saturated market in UK.

So that is the end of my adventure with Macmillan Education in Oxford! It was one of the most important experiences in my life – and surely one of the most pleasant! I want to give many thanks to all Marketing Department crew that they were so lovely for me – especially to Charlotte Ellis, which is a marvelous soul in this building.