

The Business Experience Diary

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Day 1

- Meeting with JO Greig: overview on MacMillan Education.
- Meeting with Alice Judson. We talked about her job in Macmillan.
- Meeting with Andy Poole. We talked about his job in Macmillan.
- Meeting with Charlotte. Introduction of my final marketing plan project about self-study and online practice material markets.
- I looked at the material my colleagues gave me in order to understand better the company and its needs.
- I stated a brainstorming of my ideas → I have been studying foreign languages for very long time (English, Spanish, French, Korean) and I have seen so many books and online products in this field. I know what students want. Plus my mother is an English teacher then I have been living with piles of books in my place ☺. (I will formally present them to Charlotte and Jo in the following days).
- My impressions: the working environment is great, it is very pleasant and Charlotte is doing a great job helping me, hearing me and supporting me. Even though I just arrived I feel part of the team. This is awesome.

Day 2

- Meeting with Charlotte: She introduced me one of Macmillan's businesses, books for teachers. Then she asked me for a comment about the "Macmillan Practice Online" → I wrote a few tips about it. Next I took a look at "Book for Teachers website" and I handed to Charlotte a report about a few things we could add in the web-site, especially related to improve the communication skills of the teachers.
- Meeting with Carly Powell → she told me about her tasks and asked me to search for images for the coming 2012 catalogue. I spent the rest of the afternoon looking for images that could match well with Macmillan.
- I am gradually getting into the company, I am satisfied, my colleagues keep me pretty busy, and even though I had never worked in "image sourcing area" I enjoyed the work Carly gave me.
- At home, while I was reading a novel book I used for the first time "Macmillan English Dictionary" and I got very satisfied. Right after I wrote down kind of strategy plan based on my previous experiences about dictionaries of other competitors, especially about "Mobile phone dictionaries". During the last years I have used many of them and I have zillions of friends who do the same, therefore I can say I know what the market offers and what the customers want.

Day 3

- Meeting with Michael Kedward: he told me what editors do, and he presented me the process of making a book. Then we made a “game”: I basically had to match process’s steps with two main categories, “research” and “development” and explaining why I made that decision. Plus he gave me to read some reading parts of three books: I will have to make a report about summarising and commenting them.
- Meeting with Caroline Short, Digital Marketing Executive. She explained me her job in social media.
- I attended Media Demo. They provide any kind of pictures and videos either for books or digital products... It was very interesting.

Day 4

- Meeting with Beth Ibison: she talked me about her tasks and the main steps of the book development process.
- Meeting with Gareth Evans, Regional Sales Manager. He gave me three works to do: to give tips about “Macmillan Education UK” Facebook page, to create an advertisement for a 50% off promotion and writing down the letter for this coming promotion.
- I am at the moment working on tasks my colleagues have been giving to me. I am reading the articles Michael give me to comment. I finished the first book, (in total 20 articles).
- I also worked on the advertisement for the 50%off offer.

Day 5

- Today I finished researching the pictures for the coming 2012 catalogue.
- I have started reading the second book. I have done half of it.
- I met Charlotte and I told her what I have been doing so far. I also handed her some reports about ideas for future products, and improvements.
- I finalized the advertisement PPT for the 50% off offer for InsideOut.
- In the afternoon I will go to the city center for taking a look at the situation in the 3 main bookstores in Oxford. I’ll write a report about it.

Day 6

- In the morning, I talked with Debi Hughes about her job and what her department does. She also gave me some tasks like reading some documents about copyright, then taking a look at the bapla.org website. Lastly I have to find some footage about 3 topics: natural disasters, extreme weather and building under construction in major cities.
- I worked on my daily tasks explained above and I worked on the other tasks my colleagues gave me last week. I am also implementing my final marketing project.

Day 7

- Because of riots happening all over London I remained in Oxford. I did the work I was supposed to do in London anyway: I called Matthew who explained me the new task: researching in the AppleStore competitors' IELTS preparation applications for iPad/ iPhone. This research will help the development of the new Macmillan's mobile phone application.
- After lunch, I finalized my research and I sent it to Matthew. Afterwards I worked on my final marketing project.

Day 8

- In the morning, I worked on my final project. At 10 I assisted the Marketing meeting: there was the whole marketing team. It was interesting to see how the crew work together, what they discussed about, deadlines, schedules,...
- In the afternoon I did a photo shoot with Charlotte and Sarah.
- Later I kept on working on tasks and final project.
- My impression: It was an amazing day and also the photo shot was a nice experience, it was my very first time.

Day 9

- At 10 I met Claire Chad, one of Macmillan's Commissioning Editor. She explained me her job and gave me to read 4 "reading mazes": I had to feedback them using a special format she gave me.
- I spent the whole morning reading and commenting the material Claire gave me.
- Next, I spent the afternoon finalizing my final project and working on the PPT presentation.

Day 10

- I reviewed my presentation until 10.
- At 10 I presented my final project to Charlotte and Jo. I hope they liked it.
- Next I finished the last tasks my colleagues gave me and I completed my diary.

Final Considerations

It was a great experience. Before starting my working experience in MacMillan, I had never worked in a marketing context: I did really like it! Thanks to it, I now have clearer ideas about what I would like to do in the future as a job. I actually hope to work for Macmillan: challenging business, wonderful people, awesome environment ...!!!

I would like to thank all the employees in here who spent time telling me about their job, giving me tasks, listening to me and helping me.

In particular I thank Charlotte who was always next to me, available to help me for any possible problems. Thank you a lot!!!!