



September 2018

Dear Parent/Carer

Careers Trip to Advertising Unlocked Agency, London – Friday 28 September

We have organised a trip to visit Feref, one of Soho's original creative agencies, as part of the IPA's Advertising Unlocked agency open day and your son/daughter has expressed an interest in attending.

Founded in 1968, Feref is an award-winning fully integrated creative agency based in Soho, London. They create international campaigns for some of the world's biggest entertainment brands and are behind some of the world's best-loved advertising and PR launches for movies like Star Wars, Deadpool, James Bond, Frozen, Marvel's Avengers and La La Land.

During the day, attendees will receive an introduction to marketing, which will cover entertainment campaigns spanning strategy, creative and AV.

Date: Friday 28 September - 2.00 – 5.00pm
Location: Feref, 17-18 Great Pultney Street, W1F 9EN

There will be drinks and light snacks available.

Students will leave school at midday, walk to Berkhamsted Train Station and catch the train to Euston. They will then catch the tube to Leicester Square followed by a short walk to Great Pultney Street. There is no direct charge for this trip, but students will need to purchase a Travelcard from Berkhamsted Station. Students will also need money to buy lunch or bring a packed lunch.

Please complete and return the permission slip to the Sixth Form Office by Thursday 27 September.

If you have any queries please do not hesitate to contact me on 07748 761393 or via email at david.ritchie@dracareers.co.uk

Yours sincerely

David Ritchie
Careers Advisor

Careers Trip to Feref Agency – Friday 28 September – Please complete and return to the Sixth Form Office by Thursday 27 September at the latest.

I give permission for my son/daughter to attend the **Careers Trip to Feref Agency on Friday 28 September**

Student's Name: _____

Form: _____

I have been accepted onto the 16-19 Bursary and am requesting funding

My emergency contact phone number for the day will be _____

Please inform us of any medical condition your son/daughter suffers from:

Signed: _____

Date: _____