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Bournemouth University
Business School



**Business
School**

**Service
Excellence
Award**

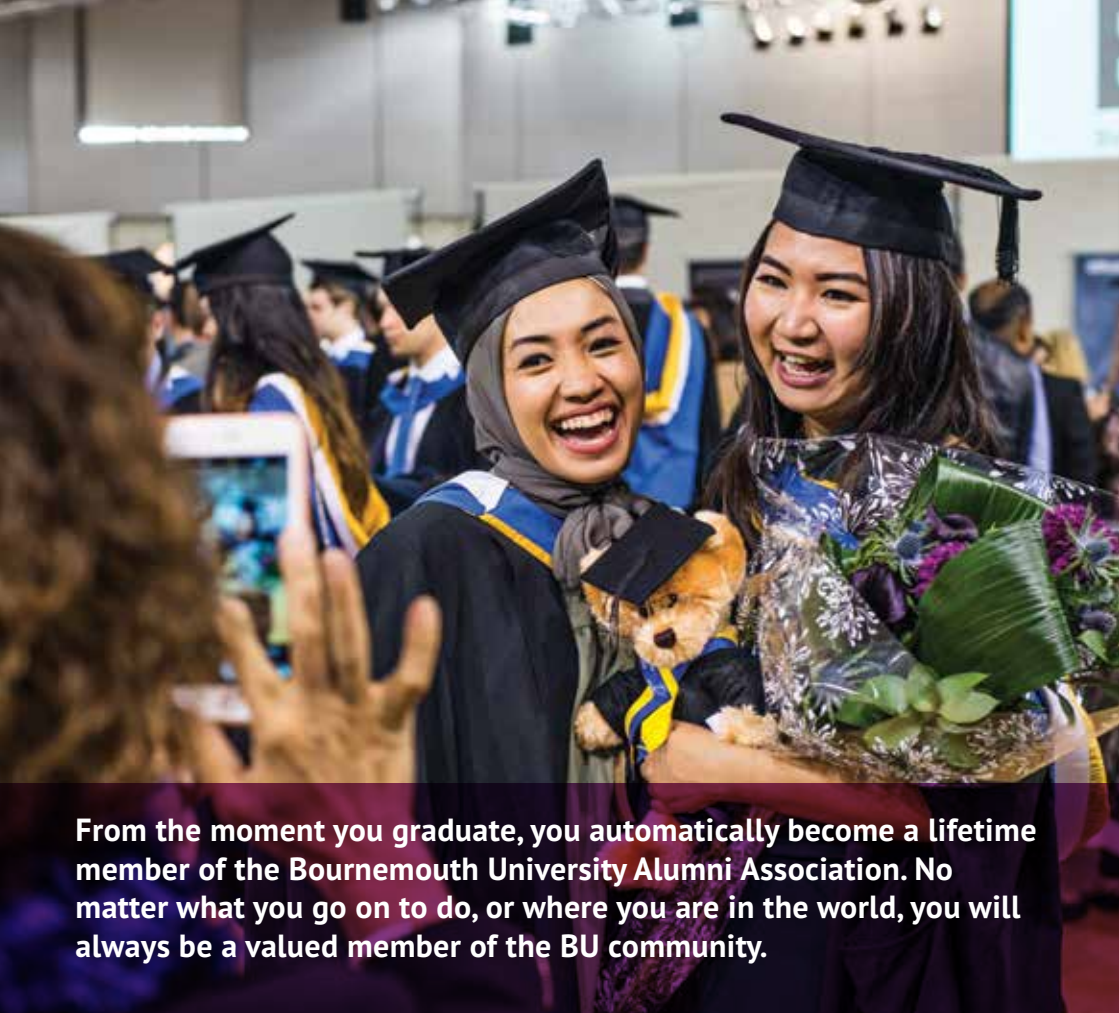
Employability Awards 2021

Wednesday 3rd November
6.30- 9pm

**Celebrating the successes of
your internship or placement**

#BUBSEmployability

www.bournemouth.ac.uk/steep



From the moment you graduate, you automatically become a lifetime member of the Bournemouth University Alumni Association. No matter what you go on to do, or where you are in the world, you will always be a valued member of the BU community.

Our alumni benefits and services include:

- Free careers advice and guidance up to three years after graduation
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Awards

Citizenship

Financial Impact

Global Engagement

Innovation

Outstanding Contribution

Service Excellence

Welcome



I am absolutely delighted to welcome you to our Business School Employability Awards presentation evening.

The Business School has known for many years about the incredible range of experiences our students have while on placement, notably: the level of responsibility they are given; the opportunities to meet and work with high profile individuals, companies and agencies; and the range of challenges they are asked to explore and resolve.

These awards were launched in 2017 in response to this range of experiences to ensure that we can celebrate the best performances from our students whilst on placement. The judging panel was enormously impressed by the quality of many of the submissions this year and narrowing down the field of submissions for each award has proved to be a difficult task.

However, we managed it and we are really proud of your achievements. Please take a look through this brochure and see what your fellow students on other programmes have been achieving whilst on placement and indeed what students who won an award in a previous year have gone on to achieve. It really is an incredible catalogue of activities - well done to you all.

I hope you enjoy this year's celebration evening and very good luck for your final year back at BU. Don't forget to sign-up to some of our STEEP events and put some of the work you have undertaken on placement into practice with us - we want to ensure all our students become the sought-after graduates of the future.

Dr Philip Ryland
Associate Dean (Student Experience),
Bournemouth University Business School

Citizenship Award Winners

Daniel Cook	BSc (Hons) Sports Psychology & Coaching Sciences	Sport Pembrokehire
Megan Marshall	BA (Hons) Business Studies with Marketing	Hewlett Packard Enterprise
Hannah Martin	BA (Hons) Business Studies with Marketing	Jakks Pacific
Ellie Morley	BA (Hons) Events Management	The Walt Disney Company
Esther Obigbesan	BA (Hons) Tourism Management	The Art House Wakefield
Samantha Sayer	BA (Hons) Events Management	BU Fusion Fundraising Academy (with partner placement at Diverse Abilities)



Daniel Cook

BSc (Hons) Sports Psychology & Coaching Sciences

Placement organisation: Sport Pembrokehire

I supported the development of a Covid-19 recovery plan intended to increase physical activity and healthy eating in the county. I undertook a project conducting research on the impact of physical activity on obesity and mental health/wellbeing. Working to a timeframe, I utilised my academic studies to present robust research with supporting evidence to a meeting of senior council members. Using a PowerPoint presentation, I incorporated graphics to visually support my findings. My input contributed to gaining council support for the scheme's further development.

Overall on my placement I am most proud of my ability to assimilate from virtual to face to face delivery, building meaningful relationships through planning and delivering effective interventions using theoretical and practical knowledge. These produced immediate and long-lasting positive impacts on vulnerable people and those from disadvantaged backgrounds.



Hannah Martin

BA (Hons) Business Studies with Marketing

Placement organisation: Jakks Pacific

While working on a project to re-stock the Jakks Pacific toy showroom in December 2020, I realised how many toys may have gone to waste as they were replaced with new lines. I am passionate about sustainability, so I felt a responsibility to find a solution. At the time, the government had just denied children free meals over the school breaks, because of this, I had been following and donating to Fareshare; a food waste charity that partnered with Marcus Rashford, in his bid to ensure children had access to food during these times. I realised that I had an opportunity to do something positive for these children and the wider community. I put together a proposal to donate the toys to Fareshare, so that they could be sent out in the food parcels to under privileged children in time for Christmas. The management team not only approved my idea but made Fareshare the main charity donation for 2020.



Ellie Morley

BA (Hons) Events Management

Placement organisation: The Walt Disney Company

During my time on placement I volunteered for the company's Moment Makers scheme. A charity programme where a group of interns gather together to raise money through a selection of events that are donated to MediCinema. We held weekly meetings to discuss our progress and set goals for each individual. It is not usually my character to lead a group however this year was all about seeking opportunities and stepping out of my comfort zone. I believe I drove a lot of the workload and kept a very positive attitude throughout. One intern within our group of five was very efficient and we tag teamed each other which ended up being a great dynamic within the group. Our hard work paid off as we ended up raising over £400. This meant that morale was high amongst the group which was reflected in the quality of our work.

Overall, I am most proud of throwing myself into every opportunity that came my way.

Financial Impact Award Winners

Jordan Marsh	BA (Hons) Business Studies with Economics	Champions UK Plc
Harry Page	BA (Hons) Business Studies with Operations & Project Management	Acora
Molly Patton	BA (Hons) Events Management	Thomas More Catholic School



Jordan Marsh

BA (Hons) Business Studies with Economics

Placement organisation: Champions UK Plc

During my time at Champions, I was tasked with creating proposals for potential clients. These sales decks were then sent to the prospective clients in order to show Champions resources and abilities to attract business. Whilst working at Champions, I have successfully onboarded multiple clients totalling over £150,000 of revenue for the business.

I was tasked with a personal project to own and work on, my assignment was to create a business proposal to attract private equity firms and investors to allow Champions to work with their portfolio companies. This is entirely out of the realm of my job role and responsibilities in a marketing agency, yet the MD decided I was perfectly capable of completing a project that he held in such high regard. I presented my proposal to the Bank of America's finance for M&A team along with other corporate finance firms paving the way for Champions' future.



Harry Page

BA (Hons) Business Studies with Operations & Project Management

Placement organisation: Acora

I have exceeded expectations and continuously hit my chargeable utilisation target on a monthly basis. My role at Acora is a Project Co-ordinator and because of this my utilisation target is 25%, this essentially means that 25% of my time should be spent doing chargeable work for our customers. In March 2021 through to June 2021 I maintained a chargeable utilisation of 30% and above. My highest month came in April 2021 where I almost doubled my target by hitting 44%. This automatically had a positive impact on the business as I was bringing in considerably more chargeable activity, especially as my margin is dramatically larger than the likes of the Senior Project Managers. My ability to stay on top of my Coordinator tasks alongside this did not go unnoticed as I continued to assist the Project Managers with their projects and ensuring that lead times were kept minimal by spinning up the new work in an efficient and timely manner.



Molly Patton

BA (Hons) Events Management

Placement organisation: Thomas More Catholic School

Through sales, I have raised £11,360, in doing so I have created relationships in the local business community for the school. Whilst gaining money, the school has also gained from multiple offers e.g. access to specialist resources. Using my marketing and general creative skills, I have designed a new school banner, created a LinkedIn page (which will save on job advertising costs) and worked with one other staff member, to boost their Instagram page. When I joined, they had 75 Instagram followers and they are now up to 403. I advertised the premises on the site which gained interest and they no longer have hiring availability in the pool. I believe that the new banner and our social media presence has played a part in raising our community presence. This is shown by our year 7 application numbers. In 2020 we had 68 new students and September 2021 we are expecting 117, which will significantly increase revenue.



Global Engagement Award Winners

Georgia Hartley	BA (Hons) Business Studies with Marketing	Energizer Holdings Inc
Andrea Maglione	BA (Hons) International Business Studies	Honda
Thomas Riley	BSc (Hons) Sports Management	iSportConnect



Georgia Hartley

BA (Hons) Business Studies with Marketing

Placement organisation:
Energizer Holdings Inc

When I was asked to design flyers for the B2B account managers for their trade stories and pitches to customers, I reached out to the Global B2B Manager to ask for her approval and thoughts. She quickly trusted me and saw my potential as my flyer was effective in both informing and engaging customers. The final artwork got uploaded to the global portal, and was not only utilised in the UK, but also France, Italy, Spain and many more.

The Global B2B Manager later requested my assistance on tasks outside of my job description. I was asked to assist on creating some materials for B2B which would be useful for multiple markets, including developing markets. I helped to translate the materials from French-to-English, ensuring the translation made sense in English. On occasion, I would suggest improvements on messaging which was nerve-racking at first as I was essentially role-reversing by telling a senior colleague how to better their work.



Andrea Maglione

BA (Hons) International Business Studies

Placement organisation:
Honda

It has been a tremendous year, working from home since the start, building an online relationship with my team, facing day to day challenges with 17 stakeholders across Europe but at the end all of these sacrifices have been worth it.

Having the blessing of working with international customers and with a factory network worldwide, has helped me build a lot of confidence which I am going to carry out in my last year at university and most importantly in my life. I was constantly on the phone and via emails communicating with distributors and factories. We as the Honda distributors team had a challenging year has COVID-19 hit hard the motorcycle market, we faced challenges on a daily basis such as in shipments, in orders and in market competition. I am proud to say that the team has overcome the challenges and that I have played an important role in making the Honda brand one of the top performers across the competition.



Thomas Riley

BSc (Hons) Sports Management

Placement organisation:
iSportConnect

One of the main challenges of my role included dealing with multiple third-party companies to coordinate video editing and website development. The company based in India was difficult to handle as a lot of the time there was miscommunication and the language barrier was sometimes a problem, so I had to listen attentively to ensure the content was being uploaded to the website at the right time and in the right place. Another challenge to highlight, I had to actively recruit for new interns as the team expanded. This meant sourcing and interviewing potential candidates to put forward for consideration. I learnt very quickly how to utilize LinkedIn which has in fact now put me in a stronger position. At times it was terribly frustrating, but I was motivated to get the project up and running and I am proud to have been part of the team at iSportLearn. I thoroughly enjoyed the experience despite not having 'real time, live people' to interact with.

Innovation Award Winners

Connie Dayman	BSc (Hons) Sport Psychology & Coaching Sciences	Southampton Football Club
Halya Greeslamirya	BA (Hons) International Hospitality Management	Hal's Cookies
Georgia Hartley	BA (Hons) Business Studies with Marketing	Energizer Holdings Inc
Heidi Martinez	BSc (Hons) Sport Management	Self-Directed Placement
Daniel Matthews	BSc (Hons) Marketing	Keyto Consulting Limited
Harry Page	BA (Hons) Business Studies with Operations & Project Management	Acora
Nathan Shepherd	BSc (Hons) Sports Management	NHS Professionals (NHSP)
Kasey Kaur Uppal	BA (Hons) Events Management	Self-Directed Placement



Halya Greeslamirya

BA (Hons) International Hospitality Management

Placement organisation:
Hal's Cookies

I started out from not being able to find a placement, to creating a small business on my own in the middle of a pandemic. I'm very proud that I was able to donate 100% of a week's worth of orders to a COVID-19 Relief Fund.

I created Hal's Cookies because I wanted people to be able to opt for a dessert healthier than usual. People have the tendency to think that desserts are bad for the body and that they should avoid eating them if they want to be healthy. I wanted to change that mindset. Creating a conjoined idea of healthy food and a simple, yet indulgent dessert like a cookie can break that idea.



Nathan Shepherd

BSc (Hons) Sports Management

Placement organisation:
NHS Professionals (NHSP)

My role within the company was to create a team that could utilise the bank staff who are in the process so that the NHS had staff available during these uncertain times. To understand the process, I had to communicate with various stakeholders within the company so that I had the fundamentals and knowledge to teach the team. After a few weeks it was concluded that the initial trial was a success and therefore a team of 12 colleagues could band to form the customer engagement team. After two months of the project, it was confirmed that the team had saved £200,000+ just by recruiting bank staff from NHSP rather than agency workers outside of the organisation. As the pandemic progressed, the government introduced the Nightingale Hospitals, this was a contract that NHSP agreed to supply bank staff to these hospitals, we assisted in providing the staff, it was an honour to be part of this and especially proud that it was my team that helped deliver during a very difficult time for everyone.



Kasey Kaur Uppal

BA (Hons) Events Management

Placement organisation:
Self-Directed Placement

I chose to fuse my passions with this placement to make this time more beneficial for my career. This method resulted in me starting my own sustainable and ethical small fashion business, as I have always been drawn to the fashion industry but believe that it has become one of the largest businesses surrounded by modern-day slavery and waste. Creating this business allowed me to pursue my passion whilst also creating products that are not associated with the issues in the garment production industry. I did this by sourcing deadstock fabrics and materials made in Europe as these areas provide a living wage and safer environments for their workers. Part of marketing my business involved posting about these issues on my business's social media accounts, mainly Instagram. I began to create unique posts that contained important information on the fast fashion industry in a fun and innovative way. These posts gained momentum on social media and resulted in many people sharing and following my page.

Outstanding Contribution Award Winners

Khrystyna Dawson	MAccFin (Hons) Accounting and Finance	RSM UK
Claudia Emby	BA (Hons) International Business Studies	Unicard
Lucy Farmer	BSc (Hons) Marketing	Feed Communications Limited
Elena Newton	BA (Hons) Business Studies with Human Resource Management	Barons Pub Company
Heidi Reed	BA (Hons) Accounting & Finance	IBM
Abigail Rutter	BSc (Hons) Sport Psychology & Coaching Sciences	Castle Court Preparatory School
Samantha Sayer	BA (Hons) Events Management	BU Fusion Fundraising Academy (with partner placement at Diverse Abilities)
Jemma Smith	BA (Hons) Events Management	Defence Equipment & Support
Henry Wentworth	BA (Hons) Business Studies with Operations & Project Management	Balfour Beatty
James Woosley	BA (Hons) Business Studies with Marketing	JW Sports
Eylul Yildiz	BA (Hons) Business Studies with Marketing	Disa Automotive



Heidi Reed

BA (Hons)
Accounting and Finance

Placement organisation:
IBM

I was the focal for the UKI procurement tribe level Brexit project at IBM, a project which required a high level of Excel skills. During this project I noticed some of my peers on the team were not as well versed in Excel. I decided to take the time to teach them common Excel skills and functions to help them not only succeed on this project, but also to aid their personal growth and development. After displaying my skills and explaining my teaching to management, I was then recognised as an expert in Excel and was asked to become the UKI and Nordic procurement tribe trainer for Excel, on top of my day to day roles. Here I was able to help improve other IBMers productivity through smarter Excel practices via live one to one training sessions. It has been my responsibility as a tribe trainer to teach Excel functions to newcomers in procurement throughout my time at IBM. I went on to create a visual one stop shop Excel workbook, that continued to help others even after I had left IBM.



Abigail Rutter

BSc (Hons) Sport Psychology and Coaching Sciences

Placement organisation:
Castle Court Preparatory School

Whilst working within pre-prep, I spent a lot of time with the Badgers class, especially during lockdown. I flourished whilst helping these little ones grow and develop, and the teachers instantly appreciated my enthusiasm, hard work and energy in the classroom. They allowed me to lead sessions including music, story time, cooking, sport and forest school sessions. I am specifically proud of the relationships and rapport I built with the students. They looked up to me for guidance, advice and support and I am honoured to say I gave them this. Also, I like to think that throughout the year I was a positive role model for them. Furthermore, I learnt that as a teacher, there are certain moments that make all the hard work and stress, completely worthwhile.



Jemma Smith

BA (Hons) Events Management

Placement organisation:
Defence Equipment & Support

Prior to starting my placement, I had never used MS teams before, so the initial challenge was to learn the ins and outs of teams, it's functionality, and how to utilise this within the business. Going the extra mile, I took the time to do online courses, watch YouTube tutorials and experiment myself with how it worked. In addition, I offered extra services to the team, by doing 1 to 1 meetings with other employees to help explain how it works, answer any questions they have and gather their thoughts on the site. Furthermore, creating a 'how to guide' for the specific MS teams site to ensure everyone had the knowledge to use the site correctly, and providing visuals for those that learn that way. One of the tasks from this launch pushed me out my comfort zone as I had the chance to present during an event to a large group of people about a topic, that was new to me, but took the opportunity and showcased what I had been working hard on.

Service Excellence Award Winners

Eugenia Ignomirelli	BA (Hons) International Tourism & Hospitality Management	Park Plaza Vondelpark
Megan Marshall	BA (Hons) Business Studies with Marketing	Hewlett Packard Enterprise
Hobby Simuchile	BA (Hons) Accounting & Taxation	Trumpf Laser UK Ltd
Edward Whittit	BSc (Hons) Sports Management	Moyles Court School



Edward Whittit

BSc (Hons)
Sports Management

Placement organisation:
Moyles Court School

Moyles Court School employed me as a Physical Education Intern, but this was not the only opportunity which opened-up whilst I worked at the school. As the Head Master and staff got to know me, they also offered me experience in different departments. I was also able to provide help to the French Language Department, I decided to provide a one-to-one workshop with Students, by utilising my A Level in- French Language. I organised lunchtime revision sessions for Year 10, designed at improving confidence amongst the students, ahead of their oral exam.

I am proud of my 'can do' attitude, no matter the task that was asked of me. I approached every single role at Moyles Court in the same way, and I ensured that the best possible outcome was given, for both the pupils and staff of the school.



Megan Marshall

BA (Hons) Business Studies with Marketing

Placement organisation:
Hewlett Packard Enterprise

I was involved in an incentive called Race to the Garage. It was an opportunity for HPE partners to win a trip to Dubai in Spring 2022. My role was to reach out to all partners to promote the incentive, provide support, and answer any questions they had. As well as this, having regular checkpoints with the sponsor of the incentive Veeam. This increased my confidence as I was in regular communication with external stakeholders. It was amazing to receive great feedback from those at Veeam and the HPE Veeam sponsored head who were pleased with my extensive support. Having regular communication strengthened and sustained the relationship between HPE and Veeam. Consequently, increasing business activity based on the experience we provided to them through brilliant communication surpassing their standards. I feel so proud to have been involved in such an amazing opportunity for partners, that has enhanced the reputation for the organisation.



Eugenia Ignomirelli

BA (Hons) International Tourism & Hospitality Management

Placement organisation:
Park Plaza Vondelpark

I feel extremely proud of myself and what I have achieved this year. Firstly, I've changed from the person I was before and I feel very proud of who I'm now; I've been defined as an essential asset for the hotel and I took charge of many things in my time here. My work has been my home during these months, I have committed all of myself to it by trying to create a more positive environment during the pandemic, by creating memories for the guests and reinforcing relationships between colleagues. The things that have made me feel most proud have been the guests' appreciation and the online feedback with positive comments directed to me. This has been like a victory for me as I didn't believe myself and I was a bit insecure. I'm very happy to finish this experience in the best of ways and to have left a true and good image of me to everyone.

Multiple Award Winners

We are delighted to announce that the following students have achieved two Employability Awards this year!

Georgia Hartley

Placement organisation: Energizer Holdings Inc
Awards: Global Engagement & Innovation

Samantha Sayer

Placement organisation: BU Fusion Fundraising Academy (with partner placement at Diverse Abilities)
Awards: Citizenship & Outstanding Contribution

Megan Marshall

Placement organisation: Hewlett Packard Enterprise
Awards: Citizenship & Service Excellence

Harry Page

Placement organisation: Acora
Awards: Financial Impact & Innovation



A note from some of last years winners...



“Winning the overall Innovation Award for my placement at Microsoft was a massively rewarding feeling, knowing that the hard work I put into my placement was acknowledged by BU. I feel proud to be able to include this within my CV and would like to thank everyone who hosted the awards ceremony and all the work that goes into making this happen...”

Emily Francis, Innovation Award overall winner



“I was thrilled to pick up the Outstanding Contribution Award for my placement at IBM. It was great to get recognition at the employability awards

but it was also interesting to find out what other people had done on their placement. This award was something that I could show my network on LinkedIn and it was external recognition from my work at IBM.”

Ben Jones,
Outstanding Contribution Award overall winner



“It was a proud moment when I won the overall Financial Impact Award for my placement year at Savills Investment Management. Albeit a very challenging year,

being recognised for my hard work and dedication was extremely worthwhile. Looking forward, winning this award is a great way to start my professional career now after university.”

Ben Haskell,
Financial Impact Award overall winner



S Student
T Talent
E Employability
E Engagement
P Programme

STEEP – Developing your skills to become more competitive in the workplace.

The Business School’s STEEP programme is designed to develop your professional skills to prepare you for your future career. By attending workshops and events you will gain confidence in skills such as networking, group working, personal resilience and leadership to name but a few; all of which industry professionals tell us they want from our graduates. The programme gives you the opportunity to get closer to industry by meeting and networking with future employers. You will develop the key skills and competencies that employers are looking for, that will help you to stand out from the crowd when applying for placement and graduate positions.



- The programme aims to:**
- Inspire
 - Challenge
 - Build your confidence
 - Bring you closer to industry
 - Make you stand out from the crowd.



What students say:

“Thank you so much. It was really fun and has made me think about my future in more detail and from another perspective.”

“Extremely useful and would attend others in the future.”

“Really good and worthwhile, eye-opening.”

“These were some of the best four hours at uni so far!”

