

- someone to produce a company brochure, and I wanted to get some business experience because I'm interested in a career in occupational psychology in a business environment. It was good because I had overall responsibility for the project.
- TIM: What kind of skills do you think you developed on the placement? I mean, apart from the ones you already had ... Did you have to do all the artwork for the brochure, the layout and everything?
- LAURA: We hired the services of a professional photographer for that. I did have to use my IT skills to a certain extent because I cut and pasted text from marketing leaflets, but that didn't involve anything I hadn't done before.
- TIM: Do you think you got any better at managing your time and prioritising things? You always used to say you had trouble with that ... Q21 & 22
- LAURA: Oh, definitely. There was so much pressure to meet the project deadline. And I also got better at explaining things and asserting my opinions, Q21 & 22 because I had to have weekly consultations with the marketing manager and give him a progress report.
- TIM: It sounds as if you got a lot out of it then.
- LAURA: Absolutely. It was really worthwhile ... But you know, the company benefited too ...
- TIM: Yes, they must have done. After all, if they'd used a professional advertising agency to produce their brochure instead of doing it in-house, presumably they'd have paid a lot more?
- LAURA: Oh, yes. I worked it out – it would have been 250 per cent more. And I Q23 & 24 thought the end result was good, even though we did everything on site. The company has quite a powerful computer and I managed to borrow some scanning software from the university. The new brochure looks really professional; it enhances the image of the company straight away. Q23 & 24
- TIM: So in the long run it should help them to attract clients, and improve their sales figures?
- LAURA: That's the idea. Yeah.
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- TIM: Well, all in all it sounds very positive – I think I will go ahead and apply for a placement myself. How do I go about it?
- LAURA: It's easy enough to do, because there's a government agency called STEP – S-T-E-P – that organises placements for students. You should start by getting their booklet with all the details – I expect you can download one from their website.
- TIM: Actually, they've got copies in the psychology department – I've seen them there. I'll just go to the office and pick one up. Q25
- LAURA: Right. And then if I were you, after I'd looked at it I'd go over all the options with someone ...
- TIM: I suppose I should ask my tutor's advice. He knows more about me than anyone.
- LAURA: One of the career officers would be better, they've got more knowledge Q26 about the jobs market than your personal tutor would have.
- TIM: OK ...
- LAURA: And then when you know what you want you can register with STEP – you'll find their address in the booklet. And once you've registered they assign you to a mentor who looks after your application.
- TIM: And then I suppose you just sit back and wait till you hear something?
- LAURA: They told me at the careers office that it's best to be proactive, and get Q27