

## FAQs for Prospective SMG Future Leaders



### **What is the Starcom MediaVest Group Future Leaders Program?**

The Future Leaders Program is a 2-day, intense look at media career opportunities at Starcom MediaVest Group designed primarily for minority students in their final year of college. Students are immersed in media training and case studies in an effort to review the role they'll play as entry-level employees upon graduating. They will interact with key SMG executives and line managers as well as experience real projects and professional scenarios during the workshop. The activities conclude with fulltime interviews and potential for placement upon graduation.

### **What is the purpose of this program?**

This program offers students who have an interest in a media career the opportunity to gain a greater understanding and insight into the day-to-day activities and career paths of media professionals. It also allows students to experience and explore Chicago or New York. Furthermore, SMG will be providing up to \$500 for travel and accommodation expenses for non-local (60 miles or more outside of Chicago, IL or New York, NY) or up to \$250 for travel and accommodation expenses for local candidates (60 miles or less outside of Chicago, IL or New York, NY) to participate in this program.

### **How many participants are selected to participate in this program?**

Although the number of participants will vary each year, it is anticipated that up to 12 candidates will be selected in Chicago and up to 6 will be selected in New York in 2015.

### **What are the program dates and where is the program located?**

The **Chicago** program will take place at Starcom's global headquarters in downtown Chicago, IL at 35 West Wacker Drive on **Thursday, February 12 - Friday, February 13, 2015.**

The **New York** program will take place at Starcom's office in midtown Manhattan at 1675 Broadway on **Thursday, February 19 - Friday, February 20, 2015.**

**Please note that you will rank which location (Chicago or New York) you are interested in when completing the online assessment.**

### **Who qualifies for the program?**

SMG Future Leaders program is primarily intended for minority students. You may apply to the program if you meet the following:

- GPA of 2.75 or higher on a 4.00 grading scale
- A citizen or permanent resident of the United States
- In the final year of college in pursuit of bachelors degree or higher
- Interested in pursuing a full time employment opportunity at Starcom MediaVest Group in Chicago, IL or New York, NY upon graduation

### **What SMG companies participate in the SMG Future Leaders Program?**

Starcom, Spark and Tapestry located in Chicago, Illinois as well as Starcom in New York, New York will participate in the program. Starcom ([www.starcomusa.com](http://www.starcomusa.com)) is a full-service brand contact agency, providing clients with complete communications planning and investment across all major media. Spark ([www.sparksmg.com](http://www.sparksmg.com)) is a full-service media agency with a digital core. Tapestry ([www.tapestrypartners.com](http://www.tapestrypartners.com)) is the first and largest multicultural agency in the U.S.

**How are applications submitted?**

The candidate must apply online to the SMG Future Leaders Program and complete the following to be considered for this program:

- Submit resume
- Online assessment
- Additional essay

Applications will be accepted online at [www.starcomusa.com](http://www.starcomusa.com) from early October – November 21st. Go to the “Careers” section to apply to the SMG Future Leaders Program posting.

**When are applications reviewed?**

If the candidate successfully passes the resume, assessment and essay review, he/she will be contacted to schedule a phone interview in November - December 2014. All candidates will be notified by early January if they are selected to participate in this program.

**How are applicants selected?**

If the candidate does well on the phone interview, their resume and application will be assessed by a designated selection committee. Decisions are based upon:

- Demonstrated Leadership
- Academic Achievement
- Extracurricular activities
- Work experience

**If a candidate applies to the SMG Future Leaders Program and is not selected, can he/she still be considered for entry-level opportunities?**

Candidates that successfully pass the online assessment and phone screen, but are not selected for the SMG Future Leaders Program, may be invited for full round interviews for entry-level opportunities. Applicable candidates will be contacted in early 2015.

**If a candidate applies to the SMG Future Leaders Program online, does the candidate need to also apply online to the Media Associate (Chicago) or Junior Associate (New York) position to be considered for full-time opportunities?**

Candidates that apply to the SMG Future Leaders Program will automatically be considered for entry-level opportunities upon graduation.

**Is there a difference between the Media Associate position in Chicago and the Junior Associate position in New York?**

Due to different markets, we have unique structures to accommodate the needs of our clients. Both roles are common starting points at SMG that provide the groundwork for growth and development in the media industry.

**SMG Diversity Policy**

We always have, and will continue to provide equal employment opportunity for all people without regard to race, age, gender, marital status, national origin, mental or physical disability, religion, color, sexual orientation, gender identity or expression, or military status (which also includes status as a Vietnam-era veteran, disabled veteran or other eligible veteran.) All of our hiring policies and procedures are designed to comply with applicable federal, state and local laws governing non-discrimination in employment everywhere we have offices.

**SMG Diversity Vision**

We will create and nurture a vibrant work environment that celebrates, values and leverages all aspects of diversity and inclusiveness, attracts world class talent and serves as the industry benchmark for best practices.

EOE M/F/D/V



Starcom MediaVest<sup>™</sup>  
GROUP