## **FleishmanHillard Fishburn Graduate Programme - September 2017 Intake**

**Application Form**

**(Please complete and return with your CV to graduates@fhflondon.co.uk)**

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| **Personal Details** | |
| **Name** |  |
| **Address** |  |
| **Telephone (daytime)** |  |
| **Telephone**  **(mobile)** |  |
| **Email** |  |

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| **Please answer the following questions to support your application** |
| **About you:** |
| What is your greatest achievement to date? (100 words) |
| Tell us about something you have done in the last year that has been unusual or unique? (100 words) |

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| **Career in Communications:** |
| Why do you want to work in Communications? (100 words) |
| **Creativity:** |
| You are arranging a team away day and can spend £20 per person for the day. What would you do? (150 words) |

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| **Brand Awareness:** |
| Think of a brand in need of a makeover, and explain how you would do it. (150 words) |
| **Media Awareness:** |
| Detail a crisis from the last 12 months that has been managed well OR badly, and explain how. (200 words) |

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| **Please indicate your practice area preferences**  **(please list in order of preference, 1 being your 1st choice)** | |
| **Practices** |  |
| Brand Marketing |  |
| Digital and Creative |  |
| Healthcare & Medical Education |  |
| Public Affairs |  |
| Corporate Communications and Financial Services |  |
| Technology |  |

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| **Referee details (referees will only be contacted if you are offered a position)** | |
| **First Referee** | |
| Title |  |
| Surname |  |
| First name |  |
| Occupation |  |
| Relationship to applicant |  |
| Address |  |
| Telephone |  |
| Email |  |
| **Second Referee** | |
| Title |  |
| Surname |  |
| First name |  |
| Occupation |  |
| Relationship to applicant |  |
| Address |  |
| Telephone |  |
| Email |  |