



12 September 2019

Dear Parents/Carers

**Year 13 Media Students Trip to 'Advertising Unlocked' – Friday 27 September 2019
Generation Media Ltd, 87 New Cavendish Street, London W1W 6XD**

The World of Advertising invites schools and colleges across the UK to the only industry-wide "Open Day" being held on Friday 27 September 2019, and Cox Green School has been chosen to participate in this event. Everything students and teachers need to know about a career in advertising will be on show and demonstrated by those working on some of the biggest advertising campaigns around the globe.

Top UK advertising and media agencies will be opening their doors to the next generation of advertising leaders, revealing how campaigns are developed, and the types of job roles that are available at every stage of this process. We have been matched with the Generation Media agency; a fantastic agency based in central London.

Students will leave the event inspired by the idea of advertising as a potential career path, and will be working with agency leaders for a day that is full of interesting, engaging and fun activities. After the event, Generation Media will maintain contact and build relationships with Cox Green School, and with this closer working relationship, will support students to expand their career opportunities.

We will travel to London by train and students are to meet at the front of Maidenhead train station at 9.00am on the day, where they can purchase their travel ticket directly. The cost of this travel card is (approx.) £17.50 and we ask that students pay this directly on the day. We aim to return to Maidenhead Train Station by 3.15pm and ask you to please arrange collection of your child accordingly.

Students are required to wear business dress for this event. Lunch will be provided at the venue, but students may wish to bring some money with them to purchase snacks and drinks if required.

Should the school need to contact you in an emergency, we will use contact details supplied on your most recent OA4 Form (off-site activity form). If there are any changes to the details on this form, including any medical or dietary requirements, it is the parent/carer responsibility to inform the school.

Please complete and return the attached permission slip directly to myself by Tuesday 24 September 2019.

If in the meantime you have any queries, please do not hesitate to contact either myself or Ms Stockwell, via email to enquiries@coxgreen.com.

Yours sincerely

Mrs S McKay
Careers Officer

Please note:

- *Places on all trips are subject to the school Behaviour Policy. Any student who receives an internal or fixed term external exclusion will have their place withdrawn from the trip and no refund will be made unless the place can be re-sold. In addition, if the school assesses that the attendance on a trip is a Health and Safety risk to the student or to others, a place will not be allocated to that student or a place will be withdrawn and there will be no refund made unless the place can be re-sold.*
- *Should your child be unable to attend a trip due to medical reasons, we will require a Medical Certificate to apply for an insurance claim.*
- *If the trip is cancelled due to uncontrollable circumstances i.e. weather, Foreign/Home Office guidance, the refunding of costs will be subject to insurance cover.*
- *Should the school need to contact you in an emergency, we will use contact details supplied on your most recent OA4 Form (off-site activity form). If there are any changes to the details on this form, including any medical or dietary requirements, it is the parent/carer responsibility to inform the school.*
- *This is an optional trip and is not essential to the curriculum or completion of the syllabus being studied.*

Permission Slip

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Student Name: _____ Form: _____

- I give permission for my child to attend the 'Advertising Unlocked' trip in London on Friday 27 September 2019
- I will arrange drop off at Maidenhead train station at 9.00am on the day and collection at approximately 3.15pm
- I note my child will be required to purchase their travel ticket on the day
- I give permission for my child to stay in London after the trip is complete and understand they will make their own way home
- I **DO NOT** give my child permission to stay in London after the trip is complete
- I give permission for my child to leave the train before arrival at Maidenhead at their usual stop

Signed: _____ Date: _____

Parent Name: _____
(please print)

Please return this Permission Slip directly to Mrs McKay before morning registration
on Tuesday 24 September 2019.