



SEO London

Programme Overview

August 2008



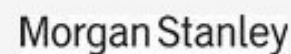
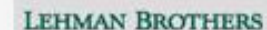
What is SEO London?

- Sponsors for Educational Opportunity (SEO) London is a not-for-profit organisation that every year provides hundreds of outstanding undergraduate students from under-represented ethnic minority backgrounds the unique opportunity to gain summer internships at some of the most prestigious investment banks and corporate law firms in the UK
- Sponsors for Educational Opportunity (SEO) was originally founded in 1963 as one of New York City's first mentoring programmes for black high school students
- A career programme was established in 1980 to provide ethnic minority undergraduates with training, coaching and substantive internships in some of the most exciting and competitive professional fields worldwide
- SEO London was established in 2000 by alumni of the SEO programme in New York and is a reflection of SEO's global initiative to increase diversity in the financial services industry

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SEO London will be providing up to 200 summer internships with the following partner investment banks in 2008





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There are many careers to consider within the investment banking industry

- **Investment Banking**
- **Sales**
- **Trading**
- **Research**
- **Structuring**
- **Asset Management**
- **Private Wealth Management**
- **Risk Management**
- **Finance**
- **Operations**
- **Technology**

- Compliance / Law
- HR / Recruiting
- Corporate Communications
- Events Planning
- Community Outreach

SEO offers internships in all the roles listed in the left-hand column



What do you get from SEO London?

- Highly paid 10 week summer internship with one of the world's leading financial services firms that can provide the gateway to one of most coveted and highly-paid financial services careers
- Access to F-T employment opportunities at ALL SEO's partner firms (Summer Seminars and Fast Track Applications)
- Comprehensive, tailored training programme led by senior industry specialists prior to commencement of internship
- One to one relationship with industry leader mentor
- Life-time membership to 5,000 member global SEO alumni network
- In 2007 80%+ of eligible SEO interns received one or more full time i-banking job offers at the end of their summer



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Access to a career in an industry with many benefits

- Fast-paced, dynamic work environment
- Work with the brightest and best
- World class training and development
- Responsibility from day one
- Global reach
- Career mobility (internally and externally)
- Creative work
- Client exposure
- Access to resources for social change



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Comprehensive SEO training and mentoring

- Attend exclusive SEO training sessions before, during and after the internship led by senior industry specialists
- Undergo comprehensive pre-summer online training programme tailored for the business area that you will be interning in
- Enjoy one to one mentoring from an industry leader throughout your summer
- Network with your SEO peers
- Learn how to exceed performance expectations, get the most out of projects, and secure job offers



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Get to know 12 banks instead of one

- Attend seminars that feature Board level speakers at all 12 of the partner banks throughout the summer
- Network with Managing Directors, Directors, and Vice-Presidents at these seminars
- Talk with graduate recruitment professionals from all the firms before they start on-campus recruitment
- Get a feel for each firm's culture
- *Maximise your chances of success - if your primary internship is not successful you may be SEO fast tracked by other banks on the programme*



Become a life-long member of the SEO family

- Provide and receive mentoring and support from more than 5,000 SEO alumni around the world
- Learn from past alumni who have risen up the ranks in a number of investment banks
- Gain knowledge from alumni who have become entrepreneurs, or who have switched career paths to other industries
- Continue to strengthen and give back to the SEO network



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Who should apply?

- SEO i-banking is open to applicants from all degree disciplines displaying the characteristics discussed shortly
- For summer front office and technology summer internships SEO accepts applications from
 - penultimate year students
 - final year undergraduates who will be staying in full time education (e.g. Masters) until the summer of 2010
- For six month / one year technology internships students need to be on a sandwich course which provides for a placement in 2009-10



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SEO Corporate Law Summer Vacation Scheme

- SEO is pleased to announce the launch of SEO's Corporate Law Vacation Scheme for 2008
- SEO law interns will be placed on one / multiple summer vacation schemes with top UK and US firms
 - Magic Circle firms
 - Top 20 UK firms
 - US firms in London
- Vacation placement duration (two / three / four weeks) will vary by partner firm
- Most placements will be London based but there will be provision to work in other UK cities as well if you wish (including Birmingham, Manchester, Leeds, Bristol)



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Investment Banking First Year Fast Track

- SEO launched its first two-day fast track investment banking immersion and networking course in London in March 2008
- More than 150 students were invited to attend exclusive training from and networking with SEO alumni and partner i-bank representatives
 - overviews of different investment bank businesses and discussion of skill sets for different roles
 - interactive training sessions (CV workshops, interview skills, how to crack case studies, numeracy tests, trading games, etc.)
 - end of day networking drinks



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Previous SEO intern testimonials

“SEO is unique in all respects. It provided me with the expertise and platforms to interact with some of the UK’s top business people at the top I-Banks on a professional and personal level. Above all SEO provides you with a sense of belonging to a motivated group of people with one vision and one drive: **success!** I strongly recommend it!” *Ronald Chirochangu, SEO UBS intern*

“Unbelievable people, infinite support, unlimited opportunities. This is a truly wonderful programme where you are made to feel very special and yearn to continually give back to all those that have helped you.” *Nahed Ahmed, SEO Merrill Lynch intern*

“...[I gained] exposure to industry professionals willing to lend their time in investing in future bankers as well as the mentorship by these inspiring professionals. [The SEO training and support] gave us extra confidence on the job, as well as in networking... I am now a more focused, effective, driven person. The pre and post-SEO difference ... you're no longer just a student after your exposure into the real world of finance... definitely a landmark summer in my life. Thank you SEO!” *Waliyah Abiola, SEO UBS intern*



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What next?

- Look out for the SEO presentation at your university in the autumn
- Make an (online) application!
 - Please visit the website www.seo-london.com for more details
 - **Deadline is 15 December 2008**, applications open on 1 Aug
- SEO interviews will be held in January and February 2009
- Candidates will be assessed in three ways
 - Interview
 - Individual case study and presentation
 - Numeracy test
- Be prepared!

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Join the SEO Family



For more information, including access to the online application,
please visit www.seo-london.com

We look forward to hearing from you!