

SEO London

‘One internship, infinite opportunities...’



www.seo-london.com



SEO London

The SEO London Programme

Offers 2010 Summer & Longer Term Internships & Vacation Placements in

Investment Banking

Technology

Professional Services

Corporate Law

Overview

- Introduction to SEO
- Careers in:
 - Investment Banking
 - First Year Fast Track
 - Technology
 - Professional Services
 - Corporate Law
- What do YOU get from SEO London?
- What makes YOU a strong SEO intern?
- What makes a strong application?
- Q&A

What is SEO London?

- Sponsors for Educational Opportunity (SEO) London is an alumni driven not for profit organisation.
- It provides penultimate and final year students from under-represented ethnic minority backgrounds the opportunity to gain summer internships at all of the top investment banks, professional service and corporate law firms in London
- SEO was originally founded in 1963 as one of New York City's first mentoring programmes for BME (Black & Minority Ethnic) high school students
- SEO New York career programme established in 1980
- SEO London career programme established in 2000 by alumni of the SEO New York program and is a reflection of SEO's global initiative to increase diversity in the financial services industry
- ***Since 2000, 80% of 1000+ alumni of the SEO London programme have gone on to secure full-time graduate positions with partner firms at the end of their summer***

SEO London programmes

There are currently five different programmes supporting university students:

- Investment Banking
- Technology
- First Year Fast Track (for i-banking and technology)
- Professional Services
- Corporate Law



SEO London

SEO London partner firms

Bank of America
Merrill Lynch

FRESHFIELDS BRUCKHAUS DERINGER

Goldman
Sachs

ashurst

Herbert Smith

Deloitte.

DEWEY & LEBOEUF LLP

BARCLAYS
CAPITAL

KPMG

NOMURA

ERNST & YOUNG

Morgan Stanley

Simmons & Simmons

WINSTON
& STRAWN
LLP

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*berwin leighton paisner

J.P.Morgan

HSBC
The world's local bank

CREDIT SUISSE

WEIL
GOTSHAL

PRICEWATERHOUSECOOPERS

UBS



SEO London

We hope to help you go from ...



SEO London

...to...





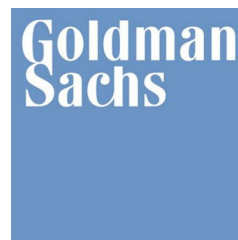
SEO London

Investment Banking



SEO London

SEO London partner banks



Which division is best for YOU?

External facing

- Investment Banking
- Sales
- Trading
- Research
- Structuring
- Asset Management
- Private Wealth Management

Internal facing

- Technology
- Risk Management
- Finance
- Operations
- Audit
- Compliance

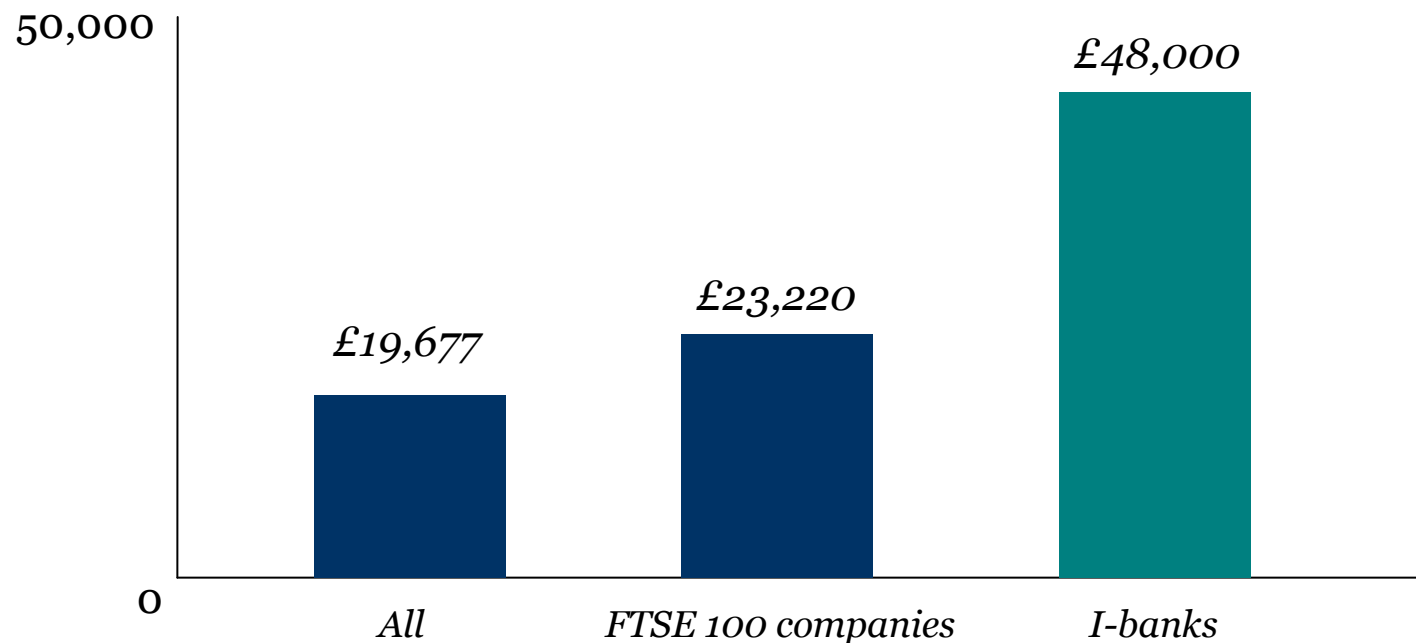
SEO offers internships in all these areas!!!

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

...including compensation!

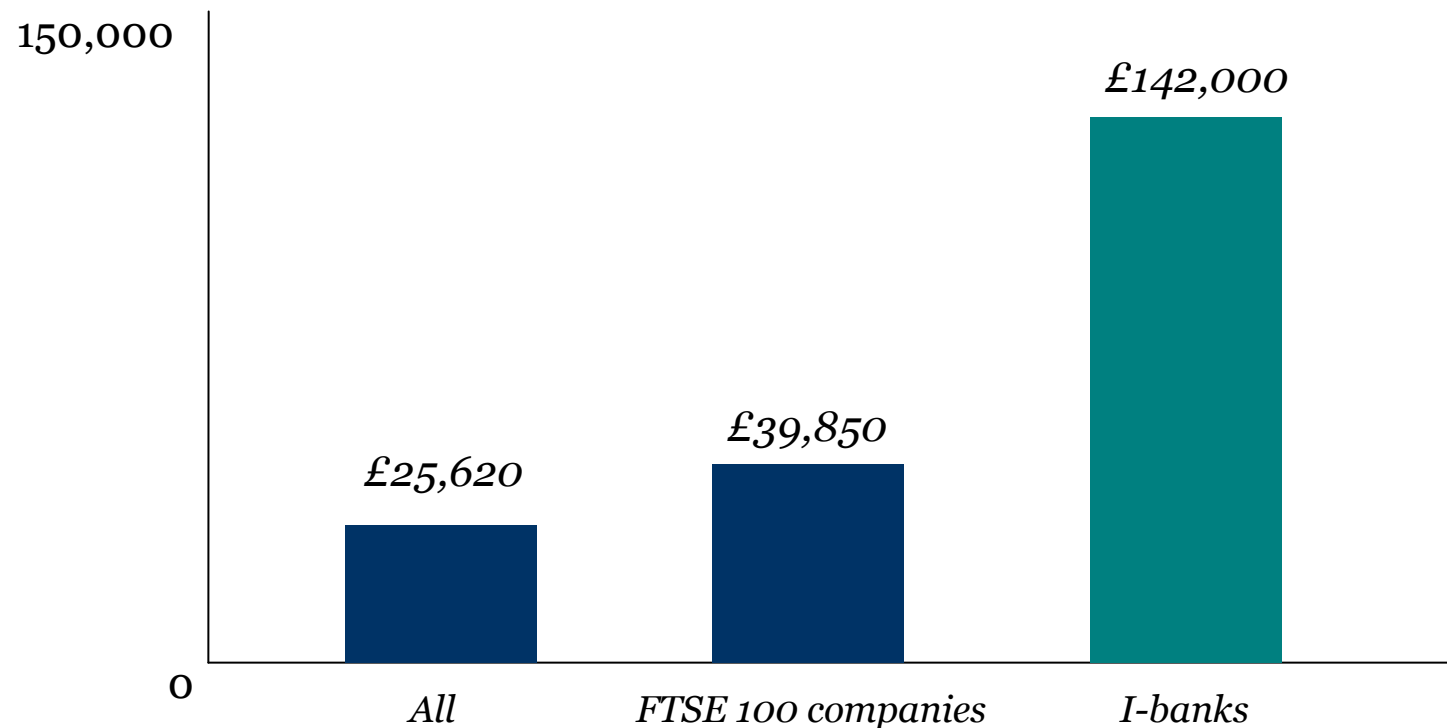
2009 average graduate starting salaries



- Intern summer salary – any guesses?

Compensation after 5yrs

Average salaries after 5yrs



2.5 times pay gap as graduates widens to 5.5 times after 5 yrs!

Technology

SEO London technology programme

- In 2010 SEO will provide up to 40 internships / industrial placements at top tier banks with leading technology platforms
 - Goldman Sachs
 - JP Morgan
 - Morgan Stanley
 - Nomura
 - UBS
- Students can either apply for a summer internship or a six month / one year industrial placement

Is Technology for YOU???

- Do you genuinely have an interest and passion for technology?
- Do you keep yourself abreast with everyday technological advances?
- Why banking technology?
- Which areas within technology are YOU most suited for?
 - Business Analyst
 - Programmer / Developer
 - Infrastructure
- Are you proficient in one or more programming languages?
- Does your CV and application show your enthusiasm for technology?

Why SEO London?

What do YOU get from SEO London?

- Highly paid 10 week summer internship with one of the world's leading financial services firms
- 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

Get to know 10 banks instead of one!

- Attend seminars that feature Board level speakers at all of the partner banks throughout the summer
- Network with Managing Directors, Directors, and Vice-Presidents at these seminars
- Talk with human resource 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 for graduate interviews by other banks on the programme***
- ***Historically 65%+ SEO interns get interviews with other banks by the end of the summer***

SEO London 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

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



SEO London

Be a part of the SEO family



Are you eligible to apply?

- SEO i-banking is open to applicants from all degree disciplines
- 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 2011
- For six month / one year technology internship students need to be on a sandwich course which provides for a placement in 2010-11



SEO London

First Year Fast Track

Investment banking ‘fast track’ for first years

- More than 150 students will be invited to attend exclusive training from and networking with SEO alumni and partner i-bank representatives
 - detailed overviews of all the different bank businesses (IBD, Markets, Asset Management, etc.) to discover where you might best fit in
 - interactive training sessions - how to crack case studies, numeracy tests, trading games, etc.)
 - what banks are looking for in internship and full time applications through CV workshops and interview skills sessions with partner bank graduate recruiters to ensure your applications are successful
 - networking with senior bankers and recruiters
- This year the FYFT event will be held on 10th-11th December 2009 at Goldman Sachs and Nomura

FYFT eligibility

- Applicants need to be in the first of a three year degree course or second of a four year course
- Apply on our website by **9th November 2009**:
 - Your cover letter should detail your reasons for wanting to attend the course and longer term career plans
 - Your CV should be no more than one page and adhere to the CV advice on the website!
- Programme will be used as a fast track for placement on:
 - SEO Investment Banking 2011 summer internship programme
 - Partner firm Spring / Winter 2010 internships



SEO London

Professional Services

SEO professional service firms



Deloitte.



KPMG



ERNST & YOUNG



PRICEWATERHOUSECOOPERS

Professional services programme

- SEO London is happy to announce the launch of its first professional services programme for 2010
- The programme will give you the opportunity to gain summer vacation schemes (6-8 weeks) at all of the Big4 professional services firms
- We offer summer vacations schemes with our partner firms in the below divisions
 - Audit
 - Tax
 - Consulting

Benefits & eligibility

- SEO interns will receive all of the benefits of the existing scheme
 - F-T employment opportunities at ALL SEO's partner firms
 - networking events and support for interns
 - Pre-summer training programme delivered by experts
 - One to one relationship with industry leader mentor
 - Life-time membership to **5,000** member global SEO alumni network
- We accept applications from all disciplines for the programme:
 - penultimate year students
 - final year undergraduates who will be staying in full time education (e.g. Masters) until the summer of 2011



SEO London

Corporate Law



SEO London

SEO London partner law firms

ashurst

DEWEY & LEBOEUF LLP



FRESHFIELDS BRUCKHAUS DERINGER

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LLP

WEIL
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Goldman
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*berwin leighton paisner

Morgan Stanley

SEO corporate law vacation scheme

- SEO law interns will be placed on one / multiple summer vacation schemes with our partner firms
 - Magic Circle / Top 20 UK / Top 10 US firms
 - Summer internships with i-bank law and compliance teams
- 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)

Benefits & eligibility

- SEO law interns will receive all of the benefits of the existing scheme
 - F-T employment opportunities at ALL SEO's partner law firms
 - Pre-summer training programme delivered by expert corporate and finance lawyers
 - business overviews / presentation skills / drafting exercises / commercial awareness training
 - One to one relationship with industry leader mentor
 - Access to SEO law alumni network at all partner firms
- We accept applications from all disciplines for the Law programme:
 - Penultimate / final year students studying law
 - Final year undergraduates studying any degree subject
 - Those currently completing the LPC / CPE and keen to start work in 2012

Applications

What makes YOU a strong SEO intern?

- **Preparation!**
- Academic excellence
- Excellent quantitative, analytic and creative skills
- Leadership in extra curricular activities and a demonstrated commitment to community service
- Very good **attention to detail**
- Strong interpersonal and networking skills
- Career commitment
- **Commercial awareness**
- **Strong academic reference**

Commercial Awareness

- Genuine, demonstrable interest in how the city works
 - All you need to know about the City 2009/10: Chris Stoakes
 - All you need to know about being a Trainee Solicitor: Elizabeth Cruickshank & Penny Cooper
- Be aware of latest business and economic developments and have an opinion
 - FT / Times business daily / The Economist
 - FT (First Page / Lex column / Companies & Markets headlines - last 4 pages in particular / M&A news)
 - The Economist – great for helping you form your own views
 - Bloomberg / Reuters

Why should SEO choose YOU?

- Do I like you? Do you have a personality, opinions?
- Do you pay careful attention to detail? Can I trust you with clients and big deals someday?
- Are you prepared? Can you explain why you are (a) interested in working in a particular I-B business and (b) why you think you will be successful in that business?
- Are you bright? Do you have sound analytic and quantitative skills? Do you demonstrate good decision making skills?
- Are you creative? Are you adaptable?
- Are you someone who is action orientated? Do you have drive? Are you willing to go that extra yard?
- Are you a team player? Can you listen and can you persuade? Will you network?
- Do you show an interest in the business world and current affairs?
- Will you give back?

To help prepare yourself please visit <http://www.seo-london.com/>

Curriculum Vitae (CV)

- Prepare before you put your CV together:
 - Do your research / target your CV
 - Check CVs of friends/family who have done internships
- Be yourself and pitch yourself appropriately – be consistent with your cover-letter
- Follow instructions provided by SEO or by banks (ESPECIALLY with online applications)
- Keep it to one page (!!!) and have a simple structure (no paragraphs please!)
- Use consistent tense
- Look it over with a “fresh pair of eyes”. Have someone else proofread and give feedback/check errors
- Keep a copy (so you know WHY you applied and WHAT you wrote)
- Use spell check!!!

Maydup Nayim

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E-mail Address: maydupnayim@hotmail.com

Home Address: 4 Alias Drive, Bling Road, London NW2 3HD

Date of Birth: 30.06.85

Education

Sep 2007 – Jun 2010 **King's College London**
BEng degree in Chemical Engineering
Expected degree class: Upper Second

Sep 2001 – Jun 2007 **The Latymer School, London**
A-level passes: Chemistry (A), Mathematics (A), Physics (A)

Work Experience

Jun – Sep 2008 **Royal Bank of Canada Capital Markets (12 weeks)**

- Increased knowledge of fixed income and equity trading systems
- Learned basics of fundamental and technical share price analysis
- Helped produce morning market summaries for the trading teams on a daily basis and created system to automate report creation

Jul – Aug 2007 **KEP Engineering Design plc (6 weeks)**

- Gained exposure to engineering design, from conceptualisation to eventual construction
- Liaised between Autocad design, mechanical, electrical and process engineering teams for a semi-conductor project

Aug 2006 **Youth Leadership Training Camp Co-ordinator (2 weeks)**

- Was one of six co-ordinators for a camp for 60 high school students
- Responsible for arranging transport, accommodation and sporting activities for the two week camp

Interests and Achievements

2008 **Goldman Sachs Global Leaders Award**
2008 **Weekly Volunteer at the AVE award** (Youth Action Volunteer Award for achievements in the community). Volunteered for an organisation called 'Kith and Kids' which designs and facilitates a play scheme for children with learning disabilities
2007 **Ticket Sales representative for King's College Indian Society's Annual Theatrical Production** with over 800 attendees
2006 **Duke of Edinburgh Gold Award**

Skills and Other Interests

Languages Native English speaker, business fluent in German, basic French
Finance Member of the King's College Investment Society. Active follower of commodity market trends and active reader of "Finance in Your World"
Sport Represent King's College in inter-collegiate basketball, Secretary of King's College Badminton Club
Drama Appeared in a popular soap with Colin Firth. By being involved in productions, had the opportunity to meet new people and enhance self confidence.
IT Familiar with Microsoft Office suite of applications. Also frequent user of the Internet.

References

Available on request

Preparing your cover letter

- Think of it as a way to frame and position your CV to be attractive to SEO or a specific bank.
- You should not have a summary or objectives on the top of a CV for investment banking, so use the cover-letter as a guide to the most important features of your CV.
- Each cover letter should be different, so always keep a copy and check over who you wrote it to!
- Be specific and concrete – your cover letter is your opportunity to paint a very visual picture of who you are, what motivates you, what your successes are, etc. Let us see you in action!
- Make sure that cover letter has a structure as you would any essay
 - Paragraph one: Why you are interested in the industry
 - Paragraph two: Why you are interested in the division to which you are applying
 - Paragraph three: Why would you be great candidate for the SEO programme

CV & cover letter *bin-proofing*

■ FORMATTING ERRORS:

- Multiple page CVs
- Dynamic summaries or objectives on the top of your CV
- Fancy fonts (Arial/Times New Roman ok. Anything *swirly* or **multi-coloured** not ok!)

■ CONTENT ERRORS:

- Poor spelling, punctuation, and grammar errors
 - Inaccurate or untrue information
 - Forgetting to change the company name on a previously used cover letter!
 - Incorrect dates on your CV (there is a background check, so make sure it's right!)
 - Misspelling contact person's name
 - Inconsistent tenses
 - Negative comments about past work experience/colleagues
 - Procrastination – if you leave CVs and cover-letters to the last minute, you WILL make mistakes!
 - Silly/inappropriate e-mail address (**i.e cutie_pie@gmail.com**).
 - Wrong or outdated phone number
 - Writing in TEXT speak, **U NO WAT I MEAN?**
- If you do not receive a favourable response, do not send a rude e-mail or leave a rude phone message. Recruiters have good memories!!



What next?

- Make an (online) application asap – **all admissions are on a rolling basis!**
 - Please visit the website www.seo-london.org for more details
 - **Initial deadline for all summer programmes is 13th November 2009**
- Start your preparation
 - SEO interviews will be held in January and February 2010 for summer programmes
 - For the FYFT you will be invited based on the quality of your CV and cover letter
- Summer scheme candidates will be assessed in three ways
 - Banking - Numeracy test / Business case presentation / Interview
 - Technology – Numeracy and programming aptitude tests / Group exercise / Interview
 - Corporate law – Verbal reasoning test / Commercial problem / Interview

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!