



The SEO Programme

Investment Banking
Technology
Corporate Law

2009 Summer Internships



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SEO
London

Overview

- Introduction to SEO
- Careers in Investment Banking
- What do you get from SEO London?
- Technology, Corporate Law, First Year programmes
- What makes a strong SEO intern?
- CV and cover letter workshop
- Q&A



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What is SEO London?

- SEO London is a not for profit organisation that provides outstanding penultimate year undergraduates from ethnic minority backgrounds under-represented in the City the unparalleled opportunity to gain summer internships at the top investment banks and corporate law firms in London
- 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 program in New York and is a reflection of SEO's global initiative to increase diversity in the financial services industry



SEO London Programmes

There are currently four different programmes targeting university students:

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

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SEO London will be providing up to 200 summer internships with the following partner investment banks in 2009



J.P.Morgan



Morgan Stanley





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There are many careers to consider within the investment banking industry

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

SEO offers internships in all these areas.



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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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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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Get to know 11 banks instead of one

- Attend seminars that feature Board level speakers at all 11 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 by other banks on the programme*



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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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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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SEO Technology Programme

- SEO's Technology programme was launched in 2007
- In 2009 SEO will be providing up to 40 internships / industrial placements at top tier banks with leading technology platforms
 - Goldman Sachs
 - JP Morgan
 - Morgan Stanley
 - UBS
- Students can either apply for a summer internship or a six month / one year industrial placement



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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 internship 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 launched Corporate Law Vacation Scheme in summer 2008
 - 46 students selected to participate with placements at nine top law firms and two leading i-banks
- SEO law interns in 2009 will be placed on one / multiple summer vacation schemes with a range of top firms
 - Vacation schemes with 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)



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Corporate Law Summer Vacation Scheme

- SEO law interns will receive all of the benefits of the existing scheme
 - Access to F-T employment opportunities at ALL SEO's partner law firms (through networking events and seminars)
 - Comprehensive, tailored pre-summer training programme delivered by expert corporate and finance lawyers
 - One to one relationship with industry leader mentor
 - Life-time membership to **5,000** member global SEO alumni network
- For law interns SEO accepts applications from all disciplines
 - 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 2011

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SEO London will be providing up to 80 vacation placements with the following partner firms in 2009

ashurst

*berwin leighton paisner

DEWEY & LeBOEUF

EVERSHEDS

FRESHFIELDS BRUCKHAUS DERINGER

Herbert Smith

Simmons & Simmons

WEIL
GOTSHAL

WINSTON
& STRAWN
LLP

Goldman
Sachs

Morgan Stanley



Investment Banking Fast Track for First Years

- 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
- This year the First Year Fast Track will be held in December 2008



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Investment Banking Fast Track for First Years

- Applications welcome from students in the first of three year degree course or second of four year course
- Application by means of covering letter and CV to applications@seo-london.org by 14th November 2008
 - Cover letter should detail your reasons for wanting to attend the course and longer term career plans
 - CV should be no more than one page and adhere to following CV advice
- Programme will be used as a fast track for placement on
 - SEO Investment Banking 2009 summer internship programme
 - Partner firm Spring / Winter 2008 internships



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What makes 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
- Strong academic reference



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What qualities will SEO be looking for in your CV and at interview?

- 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.org/>



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Preparing your CV - What *should* you do?

- Prepare before you put your CV together:
 - Do research on SEO and the banks, the role(s) that interest you.
 - Speak to friends/associates who have done internships
- Be yourself and pitch yourself appropriately – be consistent with your cover-letter
- Ensure it demonstrates the qualities I-Bankers are looking for (discussed above)
- 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!) – name, contact details, dob, education, work experience, interests and achievements, additional skills (see template)
- 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)
- Spell/grammar check



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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 will 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

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CV & Cover Letter Bin-Proofing

Definition: Avoiding catastrophic errors that make SEO throw your CV in the bin, and that will make recruiters give you a "black mark".

- **Do not have any of the following formatting:**
 - Multiple page CVs
 - Dynamic summaries or objectives on the top of your CV, motto
 - Fancy fonts (Arial/Times New Roman ok. Anything swirly or multi-coloured not ok)
- **Do not make the following content mistakes:**
 - Poor spelling, punctuation, and grammar errors
 - Inaccurate or untrue information
 - Obviously the content of a cover letter you used for another company and forgetting to change the company name.
 - 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 – this will seem lazy.
 - Silly/inappropriate e-mail address (i.e. hot_guy@gmail.com). Create a professional one
 - 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!!**





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What next?

- Make an (online) application asap!
 - Please visit the website www.seo-london.org for more details
 - **Deadline for all summer programmes is 15th December 2008**, apply early as applications are reviewed on a rolling basis
- Start your preparation
 - SEO interviews will be held in January and February 2009 for summer programmes
 - For the First Year Fast Track 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

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Join the SEO Family



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

We look forward to hearing from you!