



CEPA Program Proposal



“School of Business”

United Kingdom

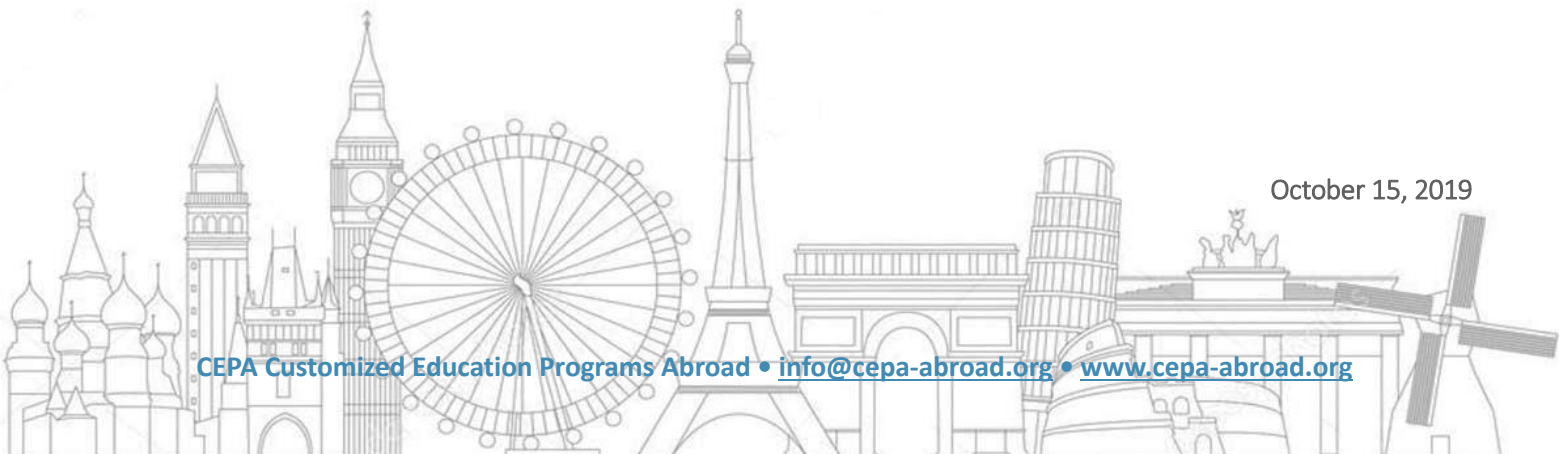
February 29 - March 07, 2020 (8 days)



Customized for:

Assiniboine Community College, Canada

October 15, 2019



Day 1 Saturday, February 29

- Depart for London, Great Britain

Day 2 Sunday, March 1 London

- Arrive at London Heathrow Airport (LHR)
- Transportation by private bus from the airport to your hotel
- 6 nights in twin rooms with private bathrooms incl. breakfast at the 3-star **Lancaster Gate Hotel** in London
- Public transportation pass for the duration of your entire stay in London
- Orientation session by your on-site coordinator at the hotel
- **Guided Hop-on hop-off bus tour** of London; for the first impression of Great Britain's capital city and its landmarks such as Buckingham Palace, the Tower of London, and the Big Ben. (public tour)

Day 3 Monday, March 2 London, Leavesden

- Breakfast at the hotel
- Transportation by private bus to and from Warner Bros Studio and your hotel
- **Warner Bros. Studio Tour** in Leavesden. You will see the making of the Harry Potter films, the most successful film series of all time. You will explore where the magic happened, discover the original film sets, animatronic creatures and the famous Fleet Street. (duration: approx. 5 hours)
- **Welcome dinner** at a British Pub in London to kick off the program

Day 4 Tuesday, March 3 London, Birmingham

- Breakfast at the hotel
- Public transportation to and from the train station in London
- Round-trip train ticket from London to Birmingham (travel time: approx. 1 hour 30 one way)
- Walk from the train station to the BBC studios (walking time: approx. 10 minutes)
- **Guided tour** of the **BBC studios** in Birmingham in the morning to get an insight into the world of broadcasting
- Free afternoon in Birmingham to explore the city at your own pace

Day 5 Wednesday, March 4 London

- Breakfast at the hotel
- Public transportation during the day
- **Visit** to a **TV or Radio Station** in London such as **ITV**. Your group will enjoy behind-the-scenes access to ITV working studios including Good Morning Britain, Lorraine, etc. You will also visit backstage areas and step in front of the camera and get first-hand experience of working on a live set. You will learn about the history of television and how TV is made.
- **Visit and video presentation** of the **Bank of England** at its museum, followed by Q&A. During your visit you will gain insight into the work of the Bank of England. You will learn why low inflation and a stable financial system matter and the Bank's roles such as setting the Bank Rate and other types of monetary policy.
- The evening is free to explore London on your own

Day 6 Thursday, March 5 London

- Breakfast at the hotel
- Public transportation during the day
- Experience a **2 hours training session** offered by the **London Stock Exchange Group Academy-LSEG**. An expert trainer will provide the delegates with an overview of some of the history of London Stock Exchange- LSE, in order to put into context, the role of LSE and how their markets work today. During the training session you will explore the options companies have when seeking to grow their businesses and the different sources of finance they can access. You will learn about current challenges facing the industry with topics such as cyber security, market abuse, ensuring good corporate governance, and the impact of internationalization. The presentation is designed to be interactive and delegates are encouraged to ask questions throughout the presentation (*Please note that LSEG does not offer tours of the building or LSE Market Open trading floor*)
- **Visit to Loyds of London** and learn about the Lloyd's market, at the forefront of its industry for more than 300 years, pioneering new forms of insurance protection for a rapidly changing world. or **visit e.g. the London Chamber of Commerce and Industry (LCCI)**, to learn about their research and policy work and to get an understanding of the challenges and opportunities their members face today.
- The evening is free to explore London on your own

Day 7 Friday, March 6 London

- Breakfast at the hotel
- Public transportation during the day
- **Specialized Finance tour** of the **City of London**, home to some of the biggest banking and insurance institutions in the world it is one of the world's most important financial hubs. Learn about the history and while seeing key buildings such as London Stock Exchange, Guildhall, the Bank of England, Lloyds of London and Rothschild's, from the outside.
- **Visit** either a major **London newspaper** or magazine such as **The Guardian**, to learn about their news coverage and advertising department or a **Media Relations Company** such as **Political Lobbying & Media Relations Ltd.** (PLMR) and learn about the diverse fields PLMR operates in, among other political lobbying, crisis management and media training. You will also gain insight into their projects and working methods. Media Relations involves working with media for the purpose of informing the public of an organization's mission, policies and practices in a positive, consistent and credible manner. The goal of media relations is to maximize positive coverage in the mass media without paying for it directly through advertising.
- **Farewell dinner** at a restaurant in London to wrap up the program

Day 8 Saturday, March 7 London

- Breakfast at the hotel
- Transportation by private bus from the hotel to the airport
- Departure from London Heathrow Airport (LHR) to Canada (airfare not included)