



Hey SMS'ers!

Welcome to the first installment of SMS' monthly newsletters for Semester 1 of 2020. We will be updating you on everything that's happened and all that is to come, including our fantastic events, career and networking opportunities, and exciting social gatherings. We'll also be sharing insightful glimpses into the marketing industry through a range of interviews, thought-provoking campaigns and other interesting news.

We hope that we can spark some excitement and interest in these trying times of self-quarantine and that everyone is adjusting well to the online learning arrangements whilst staying happy and healthy!

To stay updated on all of SMS's events, activities and opportunities, don't forget to like our Facebook page!

[Our Facebook](#)

Announcements & Upcoming Events



Come and join SMS Case Study Competition with Deloitte to explore how digital innovation can be used to improve customer experience in business for a chance in securing a Summer vacationer role at Deloitte!

Grab a few friends, create teams of 3-4 (at least 1 USYD student) to come up with a solution to a brief provided by Deloitte. Registrations start now and will be ending 15th April 11:59pm.

Good luck!

Recap Of Our Previous Events



SMS First Year Event - Pizza & Chill

SMS has started off the year with a big welcome to all of our 2020 members, new and old, with a special welcome to all of the first-years joining us! Our first social occasion of the year saw friendships being formed, talk over SMS' upcoming events and insightful conversations around marketing here at the University of Sydney - all over a delicious slice of pizza.

It was a great afternoon to get to know each other and extend the SMS family, and we'd like to thank all of you who came along to say hello! We look forward to staying connected and seeing you at our future events, and once again, welcome to SMS!



Corporate Networking Event

SMS' Corporate Networking Event at the University of Sydney proved to be a success yet again, providing an invaluable opportunity for students to connect with marketing industry experts from leading companies such as Microsoft, TechTarget, Westpac, Project Everest and KPMG.

Representatives from these companies engaged with and spoke to students about real-world industry experiences, potential career paths and what they involve, and career opportunities within the companies. They also addressed key points to help one stand out in the applications process, and answered questions that students had concerning the industry.

SMS would like to say a huge thank you to all of the sponsors and corporate representatives who made this event possible, and extend that thanks to all of the students who attended.

Our Corporate Networking Event is one of our key initiatives in providing students with networking opportunities to connect with potential future employers, and we hope to build on this to bring forward even better events in the future.



Marketing Exchange Series

The University of Sydney's Marketing Exchange Series facilitated the coming together of marketing industry experts and panelists, alumni and students to partake in an insightful discussion regarding how culture is used to frame Marketing. A notable segment of the event saw Brent Smart, Chief Marketing Officer at IAG, speaking on open-mindedness, culture and creativity in his perspective of successful marketing campaign strategy.

We would like to express our gratitude and extend a huge thanks to all of our panelists who brought valuable insights into the marketing industry during this engaging evening, as well as to the students and alumni who participated in the event to bring even more value to the discussion.

SMS is dedicated to fostering the knowledge and skills of its members required to succeed in their future careers, and we look forward to creating more opportunities that encourage and inspire students to learn and develop.



Marketing Microcosm

In order to engage with the marketing community and gain more insights into Marketing as a dynamic and ever-changing discipline, SMS's Marketing Microcosm will be featuring a new face every month to captivate individual experiences within the industry. This month, we have interviewed one of our very own SMS Co-Presidents, Angela Pan.



1. As the President of SMS what would you like to instil in the society over the next year to benefit our members?

As much as university can equip you with some of the skills and knowledge needed for a job - it doesn't necessarily prepare you for your future career. I hope that, through our events, the industry can become less of a black box for our students. This year, we're trying hard to really highlight the vast application that marketing skills and a customer centric approach can have in the real world.

2. What experiences have you had in the marketing industry and what are some valuable lessons you have learnt from them?

One thing that has surprised me since beginning work in the industry is how willing people are to support you and give advice. At first, I was always hesitant to admit when I was clueless or lost, however, as time has gone on, I've realised just how willing professionals are to help you in your career - you just have to ask!

3. If you could go back to the beginning of university what advice would you give to your first year self?

In my first year, I was so focused on purely taking subjects that I thought would help me get a job, or be more beneficial to my future career. If you have the elective space, my advice would be to take something outside of your major/faculty that interests you - not only will you enjoy it more, but you'll also gain skills that others in your discipline might not have.

A Marketing Initiative to Read About...

Are you toilet paper ready?

As you all would already know, with the COVID-19 spreading both nationally and internationally, consumers are being faced with situations where they are limited to where they are, what they are doing and what they are purchasing. But have you all realised what one of the most important items are when consumers head into their local supermarkets? Toilet Paper.

Big supermarket chains such as Woolworths and Coles along with Aldi and Costco have put a limit to how many packets of toilet paper can be purchased

by consumers due to the vast amounts being purchased. In metropolitan areas, some shelves are seen as empty at most times.

Despite being assured by manufacturers on the stock of toilet paper, panic buying has been partly caused by social media and news reports showing empty shelves amid coronavirus panic and fear of the unknown. It definitely becomes really hard to ignore all the ads of toilet paper due to its importance to Australian consumers right now. Have a look below on how some companies have advertised toilet rolls or used it to gain consumer awareness and leverage their brand.



In light of COVID-19 and toilet paper, stay safe, keep clean and social distanced.
- SMS team

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