# Creative and Digital Industry Quiz

1. What does Jamie from Rock Kitchen Harris say that Covid has done to the Creative industry?
   1. Levelled the playing field
   2. Moved the industry to London
   3. Made it harder for small businesses to compete
2. How many people does the Creative and Digital sector employ in Leicestershire?
   1. 18,000
   2. 28,000
   3. 58,000
3. What is the career progression like in an agency?
   1. Linear
   2. Graduated
   3. Deviating
4. What does Linear mean?
5. What does the video mention as the 3 distinct areas of this sector?
6. What jobs feature in the top 5 most advertised positions?
7. The video mentions skills shortages in this sector. Which of the following is the odd one out?
   1. Programme and VR Specialist
   2. 3D Designer and Blockchain Engineer
   3. Publicist and Food Critic
   4. Data Scientist and Data Analyst
   5. Digital Marketeer and Cyber Security
8. Jamie from Rock Kitchen Harris mentions four reasons he loves working in the creative sector. Can you name them?

# Agency Activity

### Agency Roles

**Operations Manager –** This person will remain calm under pressure and keep the project on track by resolving disputes and helping everyone else where they can.

**Account Managers** – This person will oversee the brief and will make sure all other team members keep the client (the school) in mind when designing the project.

**Business Development** – This person will be presenting the idea back to the class or the teacher. They need to make sure they understand all the different elements of the projects and will only have two minutes to present all the information.

**Creative person** – This person designs the flyer and social media image, bringing the project to life.

**Media** – This person needs to come up with an example email, social media post and press release.

**Digital & Analytics** – This person is going to focus on the data; how are you going to measure the performance of the campaign? For example, number of replies, number of retweets.

### Client Brief

Your school wants to hold a careers fair and invite local businesses to talk to students. You need to create a flyer that will

* Be sent to parents in an email
* Used on social media (LinkedIn, Facebook, Twitter)
* Be put in the local newspaper

### Project Development

Client presentation, each agency should tell the class the following information:

Agency Name

Agency Roles

Show the flyer, tell the class how you chose the following:

* The time of the event and when you would start to promote it, and why
* The headline
* The visual
* Read out one examples: either the email, the social media or the newspaper press release
* How are you going to measure the success?

Use the empty page or scrap paper to create your design and write your summaries.