

### Parker PR kick starts a new part of the business

Parker PR, an award winning PR and Marketing Agency, participates in the Aim Higher Scheme to undertake a market research strategy to support the launch of a new service.

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**Parker PR needed to undertake a market research study that would lead to the writing of a marketing plan to support the launch of a new service. With the support from the Aim Higher Scheme the company recruited Adam Miller to give the project a ‘kick start’.**

Parker PR was set up in 2002 and, is a specialist, award-winning PR and Marketing Agency which specialises in helping clients to build profitable relationships with customers and other important people.

The Aim Higher Scheme, run by the Regeneration Shared Service, links talented university undergraduate students with local employers to undertake structured business projects. The scheme is funded through the European Regional Development Fund and therefore the costs to the employer are kept to a minimum.

The company participated in the undergraduate placement scheme in the summer of 2013 and recruited Adam Miller, a first year studying for a BA Business Studies, with the objective of undertaking a market research study that would lead to the writing of a marketing plan to support the launch of a new service.



The project has led to a substantial shift change and a platform for growth, allowing the company to kick-start a new part of the business. This will be done through the implementation of the marketing plan and its activities. There has been an additional benefit through the creation of new contacts for potential new clients.

Graham stated that: 'developing myself as an inspirational speaker I needed to do some thorough market research into the industry. Adam was with me for seven weeks – and, get this, he paid for himself inside two weeks by finding me potential new clients! To me it's a total no-brainer for any local business to miss this great opportunity. You get to take on a degree standard employee who wants to learn and prove what they can do; and what they can do is dramatically enhance your business by doing something you simply don't have the time for but need to get done. It really is a win-win scenario for everyone involved and I'll certainly be signing up again next year.'

Adam felt that not only had he gained experience and skills that were transferable for his future career but that he had also developed as a potential future employee. Adam stated that: 'the chance to gain real, high quality work experience whilst also being paid was an opportunity I don't think any student should pass up. These days it is becoming increasingly difficult for university graduates to differentiate themselves from the competition in the job market. Having a degree is not enough on its own to gain that all-important first step on the job ladder. What employers keep asking of universities are graduates with relevant work experience and employability skills. This is an incredibly difficult thing to achieve. Therefore, schemes have to be put in place in order for students, such as myself, to gain the experience necessary to get that dream job.'

My experience of working for a real business has made me think much more positively about the future, and has given me the self-confidence and belief that I can have a hugely successful career. I will return to university with a new outlook on the business world that will revolutionise my attitude towards studying. I have already recommended this scheme to fellow students and would strongly advise any student from the Ashfield & Mansfield area to look into this as it can have a profound effect on your future. The scheme really is a truly excellent opportunity and I'm thankful I have had the chance to participate in it.'

If you are interested in finding out more information about the Aim Higher Scheme or would like to become involved then please [view our online brochure](#) or contact us on 01623 463165

