

**Steve Beaumont**

Steve Beaumont is the founding director of Sheffield-based Rare Creative Group. Established in 1996, Rare has grown to become a £2m business which featured in the top 30 Marketing Agencies for 2012 from the Recommended Agency Register (RAR).

Rare focuses on clients in the construction, renovation and home improvement sectors, working with international brands such as Polypipe and Saint-Gobain Glass.

As new business director of Rare Creative Group, Steve is responsible for creating new business opportunities with individuals and organisations who want to expand their sales and/or service offering, and increase awareness, revenue, market share and value.

Steve is passionate about working with those people who wish to expand their own horizons and he supports those who wish to challenge their own barriers whilst achieving their personal and professional objectives. As such he is an advocate of helping students to gain workplace experience, as a vehicle to develop their professional-ready status and to help them develop working relationships and experience that will assist them to achieve a full-time position when leaving University.

**Robert Minton-Taylor**

Robert Minton-Taylor is a multi-award winning senior lecturer at Leeds Business School with 45 years' experience in communications. He was a board director of Burson-Marsteller and a managing director of a Leeds agency. He is a past-president of the Chartered Institute of Journalists (CIJ) and a former chair of the Chartered Institute of Public Relations (CIPR)'s Professional Practices Committee.

Robert recently served on a Public Relations Consultant Association commission set-up to answer concerns about social mobility, internships, diversity and flexible working. His views are voiced in The Drum <http://www.thedrum.com/opinion/2012/08/31/intern-agency-scandal-are-pr-agencies-riding-roughshod-over-interns>

His passions are architecture, design, ballet, the songs of The Kinks' Ray Davies, merchant ships, Saab cars and Nordic Noir.

**Katherine Mountain**

Katherine Mountain is a third year student studying Politics, Philosophy and Economics (PPE) at the University of Manchester, where she is president of the PPE Society. Katherine also works part time at Manchester Public Relations Agency, Refresh PR.

Looking for experience in the world of public relations, Katherine approached Refresh PR for a work placement in April 2012. She was offered a position within the team and has since enjoyed part time employment as a PR Assistant, whilst juggling her academic studies.

Katherine's work in PR has propelled her passion for communications and she is going to continue to pursue this career path, with Refresh PR, after she graduates. Whilst there are opportunities out there for students, Katherine acknowledges that within an ever-competitive graduate job market, more work opportunities are needed for students.

**David Edmundson-Bird:**

David is a proper old school dot com casualty from 2001. Having taught in web design and eLearning at Salford in the mid 90s, David joined Academee as a Chief Learning Architect for 2 years before a brief spell at Sheffield Hallam. In 2004 he joined MMU Business School as a lecturer in digital marketing.

David now runs both the internationally renowned Econsultancy MSc in Digital Marketing Communications and the Econsultancy MSc in Internet Retailing.

David has also run several small businesses in the digital media sector and held a number of non-executive roles in digital creative firms. He was also a Council Member at Manchester Digital for 7 years, the trade association for firms in the digital sector.