

**APPLY
NOW**

INSPIRE & INVENT

*A competition for
future-facing students*

**CALL
FOR
ENTRIES**

HUDDE



@mindshare_uk
#MSHUDDLE

MINDSHARE



COME. HUDDLE.

On November 13th 2014, Mindshare UK will open its doors to a host of pioneering people at the frontiers of technology, science, film, music, publishing, data, social, mobile, video, gaming and far beyond for its fourth annual Huddle. Our mission? To inspire and invent.

Together with clients including Nike, Unilever, Nestle, Three and ITV as well as our partners such as Facebook, Google, YouTube, Spotify and Channel 4 we will question, debate, experiment, play, hack and make stuff.

And we want **YOU** to be a part of it.

BUT WHAT IS IT?

Huddle is Mindshare's future-facing festival – an event with no formal agenda other than to bring together the most inspiring, innovative and collaborative talent out there. Free from PowerPoint, sales pitches and speakers, Huddle is an immersive and hands-on experience – everyone in the room is a contributor – so if you're the kind of student that likes to sit at the back of a lecture hall and 'nod off', this is not for you!

Need more? At Huddle 2013, we made YouTube videos with superusers, experimented with wearable tech,

went behind Google's secret X projects, learned how to make game-changing products with Facebook and discovered the sounds of the future with Spotify insiders. That's just a snippet of what took place at last year's Huddle. This year promises to be even bigger and better.

WIN!

A CHANCE TO TAKE PART IN A DAY OF INSPIRATION AND INVENTION



OK... BUT HOW DOES IT WORK?

For one day, we close our Central London office to normal business and throw open our doors to the leading media players, entrepreneurs, academics and amateurs to inspire and engage us, our clients and our partners.

The day is broken into six 45-minute Huddles, with a 15-minute changeover in between Huddles. There can be up to 20 different Huddles every hour, of varying audience numbers – so 120 Huddles in all. There are also different styles of Huddle, such as:

Huddle

WORKSHOP

Huddles are great places to unpick problems and discover new opportunities. A workshop Huddle usually involves a gathering of 15 to 25 individuals who will break out into teams to discuss and action a brief. Everybody then presents back their ideas at the end.

DEMO

Huddle is a hands-on event. So we welcome anyone that's able to bring stuff in and let participants play with it. At Huddle 2013 for example, fitness experts were brought in to give Mindshare staff, clients and partners the opportunity to trial different wearable tech including smartwatches, health monitors and activity trackers. Pulses were racing by the end!

DISCUSSION

This is the ideal Huddle. We'll start with an intro from the Huddle leader about their topic (i.e. the future of big data or the future of film funding), everyone in the room then discusses it. It's that simple.

QUESTION TIME

A panel of experts, wildcards and even the odd celebrity best known for that subject are thrown into the ring. For example, at Huddle 2013, Ian Wright was invited to speak on a talkSPORT panel with a bunch of Daily Mail columnists to debate the future of sports journalism. Great for interrogation!

These are just some of the typical formats used at Huddle – if you want to do something a bit outside the box, we'll try to make it work. The golden rule for all Huddles is no PowerPoint – or Keynote, or anything else that smacks of presentation software – although videos etc are allowed. Huddle should be about collaboration, provocation and discussion rather than a lecture.

SOUNDS INTERESTING... HOW CAN I GET INVOLVED?

This year's not-so-much-a-theme-more-of-a-way-of-approaching-it is 'Inspire and Invent'. We want to collaborate with the people doing

really interesting things in their field. And we need your help to get them here. **How?**

1.

Chat to your friends, the people in your halls and seminars, your lecturers. Keep an eye out for talks at your University or in the local area. Find out who's doing something out of the ordinary. It doesn't have to be connected back to media (although if it is that's not a bad thing). It could be something linked to music or science. For example, have there been or are there any planned future clinical trials taking place at your University? Do you know anyone working on some exciting research? Are any of your University lecturers developing new theories about human behaviours and psychology? Are there any app developers, bloggers, YouTube creators or serious gamers in your halls? These are the kinds of people we want to come to Huddle. People all within your reach.

2.

Approach them to find out if they're interested in collaborating for Huddle. If it's a yes, then bash your heads together and have a think about what you're going to do.

3.

Consider how you're going to stage your Huddle. How could you bring your subject to life? Will it work best as a roundtable discussion or a Q&A for instance? Could you demonstrate something? Perform a live experiment even? Remember, Huddle is all about participation so whatever you choose to do; it must invite your audience to get involved.

4.

Once you've nailed your proposition, you need to get it down on paper in our Huddle response form. Once you have filled this out, you need to email it to:
huddleuniversity.london@mindshareworld.com

THE DEADLINE

You must submit your Huddle response form by the 12th September 2014 to:

huddleuniversity.london@mindshareworld.com

ELIGIBILITY

In order to be eligible, all applicants must be students who are currently enrolled in a university, at any degree level.

WHAT'S IN IT FOR ME?

GET NOTICED! There are SIX Huddle slots up for grabs. If you're the author of one of these SIX winning Huddle proposals, you'll be given a rare and unique platform to be seen and heard. Your Huddle audience will include some of the most influential people working across the media and communications landscape. This is your chance to get your name in front of them and impress.

PLUS, we're also giving the six winners, a chance to come to Mindshare for an assessment day, with the possibility of a permanent position with us. Imagine landing yourself a career in a leading WPP media agency and working with big household names such as the Post Office, Three mobile, Nike, Nestle, Booking.com, Dyson or Marks and Spencer...

QUESTIONS?

Drop an email to:

universityhuddle.london@mindshareworld.com

Good luck!



Central St Giles
1 St Giles High Street
London
WC2H 8AR

United Kingdom
Main +44 (0)20 7969 4040

www.mindshare.co.uk
A GroupM company

