



Name: Graham Littlewood

Organisation and role: Apple Tree Print, Business Development Manager

School experience: McAuley School

Business Development Manager Graham Littlewood of Apple Tree Print, worked with sixth formers at Doncaster's McCauley School after attending the DE4L Partnership for Employers training programme.

Because of Graham's 27 years' experience in sales and marketing for some of the biggest names in the film industry, he was able to give the Year 13 students an overview of some of the processes needed to successfully take products to market.

"I discussed with them the journey of a product through production to retailers' shelves. I specifically focused on the lifecycle of a film and DVD release from screening at the cinema to retail sales. I also touched on planning and budgeting considerations."

With Graham's print industry knowledge, the students were also able to look at the process involved in moving through artwork to the finished product and the decisions that need to be made along the way.

On the Partnership for Employers programme Graham learned what to expect from the students. He says the training took him out of his comfort zone into an area he knew little about, but that can only be a good thing and you are never too old to learn!

"I think the programme helps students think about the next step and hopefully give them some understanding of the issues they may well face when they move into employment. I'd like to think that by sharing some of my experiences I've helped give a little bit back to students and the community."