



Giving Good Interviews

Different agencies have different interview styles. Some are friendly and relaxed, others are a bit more formal. We'll always talk you through things before you go in, but thought you might find some general pointers helpful.

Know where you're going

It sounds obvious, but you'll be surprised how often someone sets off without the address, phone number and name of the person they're meeting. Checking out travel and parking is also a good idea

Don't be late

It looks bad, says all the wrong things and you won't be at your best if you've just run 2 ½ miles. Leave extra time to get there, and if you're early then just soak up the culture of the agency in reception

Be nice

And on that subject, be friendly to everyone you meet there, and that's especially true of whether they're sitting at the reception desk or just passing through. You never know how influential people are, so make the right impression.

Be informed

Read the papers, be up on the news, be aware of current affairs and key trends. Read the marketing press and know what's going on.

Be prepared

It works for the Scouts, so it should work for you. Research the company, check out their website, get up on the clients and have an opinion about the work they've done.

Read the brief

Admittedly not every client writes a brief. But if you've been given one then work through it, matching its needs to your experience and skills. Think of relevant examples of work you've done and how you might handle certain situations. That way you'll shine.

Practice makes perfect

You might feel a bit of a plonker, but interview yourself in front of a mirror at home. Think about what the interviewer needs to know about you, and practice telling them. Watch the body language and make eye contact.

Tell your story

Not every interviewer has been trained in the fine art of interview techniques. So you might need to give them a helping hand. Don't dominate the conversation, but do try to make sure that you get the chance to say your piece and show your potential.

Be positive

Nobody wants to work with a misery guts. Even if you've had a difficult previous experience, try and see that glass as half full and give 'em a smile.

Ask questions

Have a think about this beforehand. Write them down, and refer to them in the interview – it shows you've thought about the job as well as reminding you what you need to know. Don't interrogate them, though, and don't ask questions that you could find the answers to on their website home page.

Two way process

Remember, interviews are as much about you finding out about the job and the company, as it is about them finding out about you.

After the interview

And don't forget to give us a call as soon as you can to give your feedback