

## TAR UC, Mindshare Group Sign MoU to Build Sustainable Talent Pool for Media and Advertising Industry



(From left: Dearnna Kee June Chen, Prof Dr Lee Sze Wei, Sheila Shanmugam and Chan Wan Lih during the signing ceremony held in August.

KUALA LUMPUR: Tunku Abdul Rahman University College (TAR UC) and global media communication agency Mindshare Group recently signed a memorandum of understanding (MoU) aimed at preparing employable graduates.

TAR UC president Professor Dr Lee Sze Wei said: "The collaboration between TAR UC and Mindshare Group marks a significant and meaningful milestone for the university and its students in partnering with a global media agency network as a training ground to create sufficient knowledge and skills for students to be prepared for future jobs in the media and advertising industry."

Mindshare Group chief executive officer Sheila Shanmugam, who shared the same vision, said: "At Mindshare, we always challenge, inspire and create an empowering social impact through the work that we do which includes education-related initiatives with universities and colleges. "The collaboration with TAR UC will benefit students and young graduates who will be entering the workforce, hence providing practitioner experience complementing the university syllabus which potentially could build a sustainable talent pipeline for the media and advertising industry."

With the signing of the MoU, Mindshare Group and TAR UC will jointly collaborate in media and advertising related initiatives to expose students to real life client situations and to propose solutions in a simulated pitch environment. At the same time, Mindshare will also be one of the industry experts and advisers to offer relevant media and advertising training to keep students and lecturers up-to-date with changes and the best industry practices.

"A study tour around Mindshare Group offices will be conducted to enhance the learning experience, with exposure to various department disciplines and understanding of processes and practices in the media industry. "We think this is imperative to prepare them for the real world," Shanmugam added. It is also anticipated that this collaboration will open up internship and employment opportunities for students under TAR UC's Faculty of Communication & Creative Industries (FCCI).

"We look forward to accelerating our collaboration with the Mindshare Group and we are committed to exploring opportunities and supporting each other on potential collaborations that will expose our students to real life industry practices.

"We commend Mindshare and its management team for their time and effort in training and inspiring our students," said Lee. Also present at the signing session held at the Mindshare Group office were Mindshare Group managing director Chan Wan Lih and business director Wong Sook Fun, as well as TAR UC's FCCI Dean Dearnna Kee June Chen, Deputy Dean Wayne Ooi Swee Yaw, Associate Dean Chitra Muthusamy, Advertising Programme Leader Cindy Poh Huay Yuet and final year students of the Bachelor of Communication (Honours) in Advertising.

The collaboration also supports the United Nations' Sustainable Development Goal 4, namely "Quality Education". Through this industry-academia collaboration, both Mindshare Group and TAR UC will stay committed in bringing together the best of both worlds to create an empowering social impact to the community.