

SEO LONDON ONE APPLICATION INFINITE OPPORTUNITIES

SEO
London



SEO LONDON

WHEREVER YOU WANT TO GO IN THE CITY. WE'VE GOT IT COVERED.

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STANLEY / NOMURA / NORTON ROSE / PRICEWATERHOUSECOOPERS / SIMMONS &
SIMMONS / UBS / WEIL, GOTSHAL & MANGES / WILLIS / WINSTON & STRAWN**

WHATEVER YOU WANT TO DO IN THE CITY. WE'VE GOT IT COVERED.

**ASSET MANAGEMENT / AUDIT / COMMODITIES / COMPLIANCE / CONSULTING /
CORPORATE FINANCE / CORPORATE LAW / CURRENCIES / DEBT CAPITAL MARKETS
ORIGINATION / EQUITY CAPITAL MARKETS ORIGINATION / FINANCE / EQUITIES /
FIXED INCOME / LEVERAGED FINANCE / MERGERS & AQUISITIONS / OPERATIONS /
PRIVATE WEALTH MANAGEMENT / RESEARCH / CREDIT RISK MANAGEMENT /
OPERATIONAL RISK MANAGEMENT / SALES / STRUCTURING / TAX / TECHNOLOGY
BUSINESS ANALYSIS / TECHNOLOGY CONSULTING / TECHNOLOGY INFRASTRUCTURE /
TECHNOLOGY PROGRAMMING / TRADING / TRANSACTION ADVISORY /**

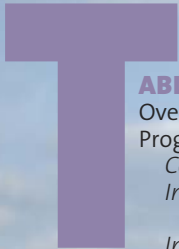


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OPENING DOORS TO SUCCESS SEO London is an alumni driven not for profit organisation that every year provides hundreds of outstanding ethnic minority undergraduate students the unique opportunity to obtain summer internships at ALL of the City's leading financial service firms, including the major investment banks, corporate law firms, professional service firms and management consultancies. **With one application to SEO** students can benefit from access to the **16 different City** industry programmes we offer and placements at the **30+** City firms we partner with. Those that are selected to take part receive comprehensive SEO training, mentoring and support to make the most of their summer experience – as a result **more than 80%** of the **1,300** students that have taken part in the SEO London internship programme since 2000 have secured full time graduate positions with partner firms, **a success rate far in excess of the industry average.** Beyond the internship SEO is committed to providing ongoing support to alumni of the programme to ensure that they are both successful in securing graduate positions and also remain successful within the industry as their careers progress. Due to the outstanding success of the SEO classes our partner firms are providing an increasing number of placements to SEO supported candidates. In 2010, for example, 55 of the 400 summer interns completing placements at Goldman Sachs in London were supported through SEO. In 2011, SEO will be offering more than 400 summer placements across all of our City internship programmes.

WHAT SEO INTERNS RECEIVE SEO interns receive a comprehensive internship experience that goes far beyond simply placing students at companies for the summer. Interns gain exposure to CEOs and top executives of partner firms through the SEO Summer Seminar Series. We offer an extensive and personally tailored training programme before and during the internship. Each intern is supported by an extensive mentoring programme, and is welcomed into a powerful alumni network comprised of **over 6,500** leading business professionals in 30+ countries (including more than 1,200 in the UK). Through the Seminar Series and this alumni network, SEO interns are able to access graduate opportunities at all of the firms they are interested in. Combined, these resources put our interns on the fastest track to some of the most financially rewarding career opportunities in the world.

IMPACT SEO has significantly improved both the number of ethnic minority students completing summer internships in the City and also their success in converting the experience into a full time graduate position. For example, in the last three years SEO has more than doubled the number of Black students completing summer placements with partner firms. Although SEO's primary aim is to ensure its interns excel in the workplace, as an alumni driven charity we are also keen that they become both role models and leaders in their communities who will give back to those that follow them. More than 90% of the alumni of the programme actively maintain their support for SEO by helping to recruit, select, train and mentor new classes. In addition SEO also works with its alumni to support and mentor ethnic minority students earlier in the academic cycle, at both secondary school and in the first year at university.

HOW WE STARTED SEO Sponsors for Educational Opportunity ('SEO') was originally founded in 1963 in the US as one of New York's first mentoring programmes for underprivileged high school students. Its aim was to provide personal and educational development for students from minority ethnic groups by means of sustained support and coaching. In 1980, SEO established a Career Programme on Wall Street to provide summer internship opportunities to university students from ethnic minorities that had traditionally been most under-represented in the financial services industry. The initial focus was on investment banking and subsequent internship programmes have been developed in management consulting, corporate law, accounting and technology. SEO London was founded in February 2000 by alumni of the US programme working for investment banks in the City of London. In the last ten years the programme has grown hugely - more than 1,300 students have interned through SEO London, with over 80% of SEO interns converting their summer internship experience into a full-time position with a sponsor firm. SEO now partners with more than 30 of the City's leading investment banks, corporate law firms, professional service firms and management consultancies to provide an unparalleled range of internship and career opportunities.

**SEO IS NOT JUST ABOUT YOU. IT'S ABOUT
THOSE WHO CAME BEFORE YOU AND THOSE WHO
WILL COME AFTER YOU.**



SO MUCH MORE THAN A PLACEMENT

Access All Areas, All Firms Through one SEO application, students can reach more than 30 partner financial service firms and be considered for multiple industries. No other application provides such breadth and depth of opportunities.

Pre-interview Coaching SEO applicants will receive extensive support from the programme before their interviews commence, including refining and improving their CV, interview skills coaching and access to SEO commercial awareness guides specific to the area that they are applying for.

Orientation and Training SEO interns will receive between 60-100 hours of pre-internship training from SEO both on campus and in London before their placements commence. They will receive overviews of their summer internship business areas as well as participate in workshops to enhance their professional skills. Each training programme is individually tailored to the business that the student will be interning in and what are agreed as the student's priorities for professional development (based on both their own feedback and also that of those that have interviewed them). Training sessions will include business overviews from industry experts, presentations skills training conducted by professional coaches, interactive skills workshops focusing on the work that they will complete during the summer, mock interviews and Q&A sessions with SEO alumni working in the same area. Those entering investment banks and professional service firms will additionally be required to complete online e-finance training modules that no other interns they will be competing against will have access to.

Seminar Series & Graduate Fast Tracks The acclaimed SEO Summer Seminar Series offers interns exposure to the highest level of management. Partner firms host seminars and receptions allowing interns to meet CEOs, presidents, managing directors, partners, senior managers and recruiting officers. Many partner firms subsequently host fast track graduate applications specifically for SEO candidates, dramatically improving the success rate of the SEO class in securing multiple graduate full time job offers.

From Interns to Employees Of course, the goal of the SEO scheme is to help our interns land highly competitive jobs. At the beginning of the summer, every intern's resume is included in the SEO CV Face-book, which is distributed to all of our partner firms. SEO's involvement continues through end of summer workshops, where interns learn how to turn their internships into jobs through interview training and sessions on how to deal with multiple offers.

Compensation The rewards of a career in the one of SEO's programme areas begin during the summer internship, with salaries up to £900 a week depending on the industry in which you are placed. The industries that SEO provides placements are the most financially rewarding for those leaving university, with starting graduate salaries ranging from £28,000-£58,000 per annum.

Mentoring and SEO Network Access We want our interns to have the best possible experience during their internships so they will be the top hiring choice at their firm at the end of the summer. Integral to an intern's success during the summer is the support network of mentors. SEO provides every intern with access to four outstanding mentoring resources – (1) an independent SEO alumni mentor working in the same business at another leading firm, (2) a SEO 'buddy' that completed the same internship at the same firm in the previous year, (3) the general SEO alumni community at the firm they will be interning at and (4) the full time SEO support staff made up of ex bankers, lawyers, consultants and traders. This network gives SEO interns access to a huge cadre of people who have already succeeded in these highly competitive fields. Interns can speak with mentors about how to turn their internships into jobs, how to navigate through the industry, specific job challenges, career advice and personal questions.

Ongoing Career Support SEO support is for life. It includes ongoing mentoring from senior alumni, career enhancement and MBA education events, accessing supporters and career opportunities in industries and firms alumni are keen to gain exposure to, etc.. With a global alumni pool of more than 6,500 based in more than 30 countries, SEO represents one of the strongest and most enduring professional networks in the world.



PARTICIPATING FIRMS

Ashurts
Berwin Leighton Paisner
Eversheds
Freshfields
Goldman Sachs
(Legal & Compliance)
Herbert Smith
Jones Day
Linklaters

Macfarlanes
Morgan Stanley
(Legal & Compliance)
Nomura
Norton Rose
Simmons & Simmons
Weil, Gotshal & Manges
Winston & Strawn

PROGRAMME REQUIREMENTS

- > On track for a 2.1 or above
- > Minimum 300 UCAS points, 'BBB' at A level (or equivalent)
- > No specific degree subject is required
- > Excellent analytical skills
- > Strong communication skills
- > Broad knowledge of and interest in the finance industry is helpful
- > Resourcefulness - the ability to think creatively to solve problems
- > Self motivation - the focus and drive to be able to rise to challenges
- > Assertiveness - the confidence to share opinions and insights and stick by them
- > Diligence - the ability to maintain exceptionally high standards of work at all times

Lawyers at major City law firms tend to spend their first two years completing training contracts and getting experience of a range of different practice areas. Once they qualify they will generally tend to specialise within one of these practice areas. These include Corporate, Banking, Competition, Dispute Resolution, Insolvency, Intellectual Property, Real Estate and Tax. The two largest practice areas are normally Corporate and Banking.

In most law firms, a corporate lawyer will be involved in elements of both advisory work (advising companies or other institutions on aspect of company law, directors duties and corporate governance issues) and transactional work, involving the negotiation of complex and often very high profile corporate transactions. The corporate departments of the larger London City firms in particular will be involved in all manner of transactions, including private mergers and acquisitions, public takeovers, IPOs, rights issues (raising money through the issue of shares to the public), private equity and joint ventures. Additionally, most corporate practices will be involved in negotiating and documenting other commercial transactions, such as distribution and supply arrangements, franchising and licensing. Corporate law is non-contentious, so corporate lawyers very rarely spend much time in court. Instead, the type of work you would most commonly be involved with is the drafting and negotiation of documents. Corporate lawyers will advise on all aspects of a deal, from structuring of the transaction and tactics through to documenting and implementing the deal.

Good academic and analytical skills are a must for a corporate lawyer. You will be expected to draft often difficult concepts into legal documents. Adaptability, flexibility and calmness under pressure are also important skills, as you will frequently need to be able to think on your feet in negotiations and work to quite demanding timetables. The best corporate lawyers will also have a real understanding of the commercial issues facing your client.

Banking deals often involve a number of parties with competing interests, various jurisdictions and very short deadlines. It is the role

of the banking lawyer (acting either for the lender or the borrower) to structure, draft and negotiate the loan documents including the provision of guarantee and security documents and ensure that the client's legal and commercial interests are reflected in the transaction documents.

Contract law underpins banking transactions but banking lawyers will need to have a good understanding of other areas of law such as company, tax and trust law. The finance industry is also highly regulated and developed, meaning that there are various industry practices and regulations that dictate approaches taken in deals and the way in which documentation is drafted. Clients will initially agree the principal commercial terms of any financing, such as the nature and length of the loan, interest and security, and will then instruct lawyers to document those terms. Lawyers may be required to assist the client with structuring the deal, sometimes advising on usual practice for commercial matters and trends in the market in order to assist the client in negotiations.

Clients will also rely on their lawyers to meet deadlines and manage transactions effectively, especially where there is more than one jurisdiction involved. It is important, therefore, that lawyers have a good understanding of their clients' business, as well as being familiar with the commercial background to the transaction and the current economic climate.

There are a number of specialisms within banking including asset finance, acquisition finance, corporate restructuring, and insolvency and project finance.

Banking is predominantly transactional work and is best suited to energetic people who enjoy the adrenaline of meeting deadlines, respond well to pressure, can think on their feet and take on responsibility. It is a creative area of law where lawyers are given a chance to use their transactional skills and knowledge of law and market standards to structure deals. Key attributes of a banking lawyer include being flexible, having a 'can do' attitude and being able to react to client demands and any issues arising during the course of a transaction. Because of the quick turnaround of documentation, a good eye for detail is essential.

INVESTMENT BANKING - CLIENT FACING

Investment Banking Division ('IBD') /
Sales / Trading / Research



IBD (CORPORATE FINANCE) IBD (also known as Corporate Finance) professionals are the consultants of investment banking. They are primarily responsible for the management of client relationships for Corporates and Financial Institutions, and as a result are well versed in the various aspects of their client's operations and businesses. Specific activities range from strategic advisory, working with clients to assess their financial health and needs to providing tailor-made solutions in the form of financial or strategic acquisitions, capital raisings (debt, equity, equity-linked or other structured products), tax advice, advice on foreign exchange strategies and corporate restructurings.

An IBD analyst's typical day involves producing what is commonly known as "pitch" books (marketing materials), researching various industries,

performing comparable company analysis and transaction data and building financial models. Through these experiences analysts gain exposure to complex accounting and financial analysis, which demands superior attention to detail, anticipation of potential issues and solid problem solving skills. The IBD analyst role is an excellent opportunity to gain exposure to finance and business early in one's career and to create a skill set that can ultimately serve as a springboard to strategic management. IBD analysts can pursue careers in a Product, Industry or Country group. Product groups include Mergers & Acquisitions, Debt Capital Markets, Equity Capital Markets, Leveraged Finance, Securitisation and Structured Products, Project Finance, Private Placements and Restructuring. Industry sectors include Healthcommunications & Media, Consumer Retail, Financial Institutions, Healthcare, Industrial, Natural Resources, Power, Real Estate and Technology.

SALES Salespeople manage client relationships by communicating market information and developing investment ideas. Sales requires mastery of a range of financial securities and the ability to synthesize copious amounts of information into trading strategies. These securities may include stocks, bonds, options, commodities, foreign exchange and derivatives. Clients may include portfolio managers at pension funds, insurance companies, hedge funds, banks, money management firms, corporations and consumers. Sales teams are based on the trading floor, a high energy and high-pressure environment best suited for dynamic extroverts with excellent communication skills, strong quantitative abilities and thick skin. On a day-to-day basis salespeople work closely with traders and research analysts at their firm.

As a sales intern you will help to design strategies to help your clients meet their financial objectives and take advantage of market changes, including highly sophisticated portfolio restructuring and hedging transactions.

TRADING Trading professionals at investment banks provide liquidity to the firm's clients (that is, provide clients with the ability to buy or sell a security on demand). Traders do this by standing ready to immediately buy the client's securities (or sell securities to the client) if the client needs to place a trade quickly. This is also called making a market, or acting as a market maker. Traders performing this function make money for the firm by selling securities at a slightly higher price than they pay for them. This price differential is known as the bid-ask spread. These

securities may include stocks, bonds, options, commodities, foreign exchange and derivatives. Clients may include portfolio managers at pension funds, insurance companies, hedge funds, banks, money management firms, corporations and consumers.

Traders are based on the trading floor, a high energy and high-pressure environment best suited for dynamic extroverts with excellent communication skills, strong quantitative abilities and thick skin. On a day to day basis traders work most closely with salespeople. In general, traders spend their time managing risk and monitoring developments in the markets. As a member of a trading team, you will be responsible for providing pricing and sales information in your specialised product area to customers, via the bank's sales professionals and to other counterparts in the markets.

Traders watch for economic and political events, key event, shifts in currency and interest rates and execute trades on behalf of their clients. Traders may also advise professionals in capital markets and other areas of the bank on pricing, structuring and timing of new issues. In addition to providing liquidity and executing trades for the firm's customers, some banks also have proprietary trading desks where traders take their own trading positions using the firm's capital, hoping to benefit from the rise or fall in the price of securities.

RESEARCH The research division of an investment bank is the think tank for the sales and trading teams. Research is divided into two main disciplines: fixed income and equities. In both disciplines, researchers are dedicated to a wide range of macro and micro-level topics. Macro side researchers analyse and forecast economic trends, interest rate movements and foreign exchange prices, while micro side researchers, or industry analysts, determine valuations of companies within the industry sectors they follow. All researchers publish their investment opinions for clients of the firm

“ The highlight of my internship was being staffed on a large scale live execution involving financial sponsors. I did not consider Sales & Trading before, but through SEO I've gained a strong opinion about this dynamic and intense business area. ”

Julian Machicao Arano, Morgan Stanley, Maastricht University, Investment Banking Class (Markets), 2010

and for sales and trading professionals to use when making trading decisions. A career in investment research is ideal for those with analytical minds, excellent communication skills and a passion for investigative work. When researchers develop an investment opinion about a firm, understanding the competitive landscape of the industry, synthesising information provided by financial statements and having conversations with the CFO are only half the battle. Researchers also have to read between the lines, question potential motivations behind the information released by the firm and develop independent opinions about the direction of earnings.

PROGRAMME REQUIREMENTS

- > On track for a 2.1 or above
 - > Minimum 300 UCAS points, 'BBB' at A level (or equivalent)
 - > No specific degree subject is required
 - > Broad knowledge of the finance industry is required
 - > Excellent quantitative and analytical skills
 - > For IBD the following are also highlighted competencies
 - > Resourcefulness - the ability to think creatively to solve problems
 - > Self motivation - the focus and drive to be able to rise to challenges
 - > Assertiveness - the confidence to share opinions and insights and stick by them
 - > Diligence - the ability to maintain exceptionally high standards of work at all times
 - > For Sales & Trading the following are also highlighted competencies
 - > Strong quantitative abilities to synthesise copious amounts of financial information into trading strategies
 - > Strong communication skills, thick skin and a passion for world events and the financial markets
 - > For Trading the following are also highlighted competencies
 - > Strong analytical skills, judgment, decisiveness and self-discipline - all prerequisites for committing large sums of capital on the fast paced trading floor
- For Research the following are also highlighted competencies
- > Strong written and verbal communication skills
 - > In-depth understanding of market flows
 - > Passion for detective work - researchers have to read between the lines, question potential motivations behind press releases and develop independent opinions about the direction of earnings
 - > Ability to work independently and be a self-starter
 - > Quantitative – ability to analyse complex models and data

PARTICIPATING FIRMS

Barclays Capital
Bank of America Merrill Lynch
Citi
Goldman Sachs
HSBS IB
JP Morgan
Macquarie Capital
Morgan Stanley
Nomura
UBS

INVESTMENT BANKING - INTERNAL FACING

Risk Management / Operations / Finance /
Legal and Compliance

PARTICIPATING FIRMS

Barclays Capital
Bank of America
Merrill Lynch
Citi
Goldman Sachs
HSBS IB

J.P. Morgan
Macquarie Capital
Morgan Stanley
Nomura
UBS

PROGRAMME REQUIREMENTS

- > On track for a 2.1 or above
- > Minimum 300 UCAS points, 'BBB' at A level (or equivalent)
- > No specific degree subject is required
- > Broad knowledge of the finance industry is required
- > Excellent quantitative and analytical skills
- > For Risk Management the following are also highlighted competencies
 - > Able to review, assess and make decisions based on large amounts of information with

- > excellent attention to detail
- > Quantitative skills – ability to work with models and technical methods
- > For Finance the following are also highlighted competencies
 - > Strong interest in finance and accounting
 - > Collaborative, interpersonal style
- > For Operations the following are also highlighted competencies
 - > Excellent attention to detail and problem-solving skills, methodical approach to work

RISK MANAGEMENT (CREDIT AND MARKET RISK & OPERATIONAL RISK)

Investment banks incur financial risk everyday as a result of their day-to-day business. Reputational risk is a key concern for many investment banks and the risk management division is responsible for monitoring and managing financial, operational and regulatory risks faced by the firm. Risk may be assessed at the transaction, product, market, client or industry level and risk management analysts work closely with structurers, salespeople, traders, legal and compliance and operations divisions. Risk professionals work closely with all business units and are therefore able to gain an overview of the entire firm.

Credit and market risk management involve assessing and managing the risks of all products that are originated, traded or held by the bank and will require understanding of complex products, trading strategies and developing financial models for them and monitoring market performance. Operational risk management aims to improve processes on a firm-wide basis, reduce the likelihood of market-related losses and hence minimise the volatility of earnings. It also works closely with the front office to ensure that new products and business lines are launched in a regulated, controlled and efficient manner.

OPERATIONS When a trader executes a trade with a client, that is only the start of the process. Operations professionals are responsible for the post-execution trade processing and internal controls from trade entry through to settlement and custody. Operations is also responsible for proprietary and customer transactions of both primary and secondary trading in diverse transactions in a variety of divisions. Opportunities are available to work closely with colleagues in the Fixed Income, Commodities, Equity and Prime Brokerage businesses to process complex transactions to solve operational problems, respond to business issues and client needs, assist in risk management, conduct revenue analysis, and participate in firm re-engineering projects. Operations professionals ensure transactions are settled and correctly recorded, develop and maintain strong client relationships, ensure all operational risks are recognised and managed and internal controls are complete and operating effectively. Additionally Operations provides support in new markets and new products, partners with technology to find solutions to technical problems and aims for improvement and the delivery of

innovative solutions. Operations is a critical part of the bank because it manages financial information and uses financial reporting to create efficient capital markets.

A career in Operations is best suited for those who have excellent attention to detail, a methodical approach to work, good analytical, interpersonal and problem-solving skills.

FINANCE The finance division plays an integral role at an investment bank by managing capital and monitoring risk. This is achieved by tracking and analysing the capital flows of the firm. The finance division is the principal adviser to senior management on essential areas such as the profitability of the firm's various businesses.

Additionally, the finance division works closely with other areas of an investment bank to produce reports, account for improvements and facilitate the trading desk. The primary responsibilities include the creation and study of regulatory, financial and management accounts and reports. Finance also coordinates financial planning and prepares information to assist executive management.

A career in finance is best suited for those who have a strong interest in finance and accounting, work well in teams, can communicate their ideas effectively, manage projects efficiently, have advanced technical and quantitative skills and are self-motivated.

LEGAL AND COMPLIANCE The Legal and Compliance team ensures a bank remains in line with international financial services regulations (across all businesses), help identify and manage legal risk and opportunities, advise on mergers and acquisitions, new products and provide guidance on litigation matters.

Legal and Compliance values analytical and communications skills, as well as an understanding of markets and world affairs. In addition, Compliance is one of the few teams that interacts with divisions bank-wide, since its members act as consultants to each business line. Legal are involved in every aspect of the bank's work and will often manage the relationship between bank businesses and external legal counsel.



"It truly is one application with limitless opportunities!"

Lawrence Kitaka, Nomura, City University, Investment Banking Class (Markets), 2010

“Training...support...mentoring...SEO provided it all. SEO really did get me up and running from the very first day to ensure that I was up to the very high standards required by the firm. My internship ended with an offer of a graduate position- something which I could not have achieved on my own. Thank you SEO.”

Mohammed Farooq Esat, KPMG, SOAS, Tax, SEO Professional Services Class 2010

“Coming from a non-financial degree, I had very limited understanding of financial markets. The desk-specific SEO online training made it possible for me to learn financial analytics. The SEO team with their individual personal experiences within the financial industry were also very instrumental in teaching me some of the more complex aspects of finance.”

Oyinlola Adeyemo, J.P. Morgan, Imperial College, Investment Banking (Markets), 2009

“With their help I was fortunate to gain places on two vacation schemes this summer, one with a law firm and the other within the legal and compliance department of an investment bank.”

Isolyn Donaldson-Ellison, Simmons & Simmons, Morgan Stanley, London School of Economics, Corporate Law Class, 2010

“I now have friends at every major investment bank, who I met through SEO, not many interns can say that.”

Asim Mohammed, Nomura, Liverpool University, Investment Banking Class (Markets), 2010

“I benefited most from the technical support that SEO provided, an area that is vitally important within the division I interned. SEO provided all the interview, technical, and psychological support required in a very testing and competitive industry, an aspect that many of my non-SEO peers lacked.”

Karanjit Paul, Morgan Stanley, Nottingham University, Investment Banking Class (IBD), 2010

“Applying via SEO for my internship made all the difference, as I was more prepared for the experiences and work I dealt with during my internship. All the advice and support from SEO before and during the internship helped me stand out and furthermore lead to me securing a graduate offer, which was the perfect way to end my internship thanks to SEO.”

Oluwafunmilola Ogunkoya, KPMG, University College London, Audit, SEO Professional Services Class 2010

“I was able to work in an environment that was previously seemed so alien to me and unreachable. SEO has been the prime reason for me being in the position I am today. My internship highlight has been realising what it really takes to be a top investment banker.”

Simran Dhillon, Goldman Sachs, Imperial College, Investment Banking Class (Risk Management), 2010

INVESTMENT MANAGEMENT

Asset Management / Private Wealth Management



PARTICIPATING FIRMS

Barclays Wealth
Goldman Sachs
HSBS IB
J.P. Morgan
Morgan Stanley
Nomura
UBS

PROGRAMME REQUIREMENTS

- > On track for a 2.1 or above
- > Minimum 300 UCAS points, 'BBB' at A level (or equivalent)
- > No specific degree subject is required
- > Broad knowledge of the finance industry, especially investment management, is required
- > Excellent quantitative and analytical skills
- > Excellent communication skills
- > Engaging and eloquent communication style, capable of developing trusted advisor status with clients

ASSET MANAGEMENT Asset managers allocate the funds of their institutional clients to meet predetermined investment objectives. Asset managers must employ in-depth understanding of financial markets and investment products to construct investment strategies that meet client expectations. Clients may range from pension funds and insurance companies to hedge funds and may have a wide range of investment objectives, risk appetites and investment horizons. The skill sets required for asset management is both heavily quantitative – knowledge of both accounting and statistics is indispensable for modeling – and highly qualitative – managing client relationships and determining the best asset mix are a priority. Interns in asset management must blend these skills in order to become experts in the markets and the products therein.

PRIVATE WEALTH MANAGEMENT Private Wealth Managers allocate the funds of high net worth individuals to meet predetermined investment objectives and must employ in-depth understanding of financial markets and investment products to construct investment strategies that meet clients expectations. High net worth individuals will generally have investment objectives, risk appetites and investment horizons which are significantly different from institutional clients of the firm and which may vary vastly from client to client.

In addition to an in-depth understanding of the financial markets and asset allocation, managing client relationships is of utmost importance for private wealth managers. Interns in private wealth management must blend these skills in order to become experts in the markets and products therein in order to gain the trust of their clients. Clients of private wealth management are generally less sophisticated than institutional clients, but are more captive and more focused on the relationship itself.

INFORMATION TECHNOLOGY

Programmers / Business Analysts / Infrastructure



Information technology is a critical component of the financial services industry. Technologists work side-by-side with client facing business teams to support and enhance business capabilities. Most recently, technologists have been utilizing cutting edge software solutions to develop web-based delivery systems, trading analytics, risk management analytics, trade processing architecture and customer management platforms. Broader developments include network engineering, e-commerce initiatives and database design.

A career in information technology provides rich experiences in both finance and investment technology. Some of the technologies necessary for a career in IT include Java, C#, C++, UNIX, Microsoft, Perl, XML, HTML, Visual Basic, VBScript and N-tier architecture. A technologist's responsibilities may span all phases of the project lifecycle. In addition to being IT savvy and having an interest in finance and market developments, success in this program area requires strong analytical, communication and problem-solving skills.

Candidates can apply for either summer placements or longer term industrial placements for up to one year, depending on the nature of their degree course.

PROGRAMMERS Programmers (also known as application developers) apply programming knowledge to develop new software (or modify existing software) for the ever evolving needs of business units.

BUSINESS ANALYSTS Business analysts (BAs) liaise between business units and the technology department to support and develop new software for the business units. BAs serve as both the translator between finance and IT jargon and the project manager and business units. BAs carry out all required analysis as part of the software engineering process.

INFRASTRUCTURE Infrastructure technologists (also known as infrastructure engineers) monitor and support the firm's technology infrastructure and in addition may act as an on-call support service to the front office users. Both technical and non-technical roles exist within infrastructure and systems engineering. For example, many banks use blade and/or grid computing to automate the trading of securities in e-trading markets such as Eurex and e-CBOT. A competitive speed for executing these transactions is vital and even a few milliseconds slower than the firm's competitors can result in the company losing trades. Therefore, maintaining and monitoring the performance of the hardware that these systems use is essential.

PROGRAMME REQUIREMENTS

- > On track for a 2.1 or above
- > Minimum 240 UCAS points, 'CCC' at A level (or equivalent)
- > No specific degree subject is required but Computer Science, Computer Engineering, Information Systems, Information Technology, Electrical Engineering or similar technical backgrounds are highly advantageous
- > Broad knowledge of the finance industry is required
- > Knowledge of object orientated programming languages such as C++, Java, C# and Visual Basic are beneficial (especially for Programming)
- > Knowledge of technologies such as Perl and HTML are beneficial

PARTICIPATING FIRMS

Accenture
Bank of America
Merrill Lynch
Barclays Capital
Citi
Goldman Sachs
J.P. Morgan
Macquarie Capital
Morgan Stanley
Nomura
UBS

FIRST YEAR FAST TRACK



PARTICIPATING FIRMS

Barclays Capital
Bank of America
Merrill Lynch
Citi
Goldman Sachs
HSBS IB

J.P. Morgan
Macquarie Capital
Morgan Stanley
Nomura
UBS

PROGRAMME REQUIREMENTS

- > On track for a 2.1 or above
- > Minimum 300 UCAS points, 'BBB' at A level (or equivalent)
- > No specific degree subject is required
- > Keen interest in the finance industry is required

“ The seminar really convinced me investment banking was what I wanted to do and influenced my decision to apply for summer internships in my penultimate year. ”

Tunde Olusanya, FYFT, Warwick University, 2009

The First Year Fast Track is aimed at first year ethnic minority undergraduates keen to learn more about the investment banking industry and where they might fit. This is a two day interactive insight course, hosted in London by our partner investment banks. The 150 first year students selected to attend will receive detailed overviews of all major bank divisions from senior managers, from Sales to Operations, Corporate Finance to Private Wealth Management. In addition they will take part in interactive business games, case studies and panel discussions with senior bankers. Candidates will also learn about what banks are looking for in both internship and full time applications through CV workshops and interview skills sessions with partner bank graduate recruiters.

SEO recognises the importance of networking, and emphasises this by hosting an evening reception at the end of the two days to provide candidates with an opportunity to meet with senior industry professionals, recruiters and SEO alumni from all of the major investment banks. Those that impress over the course of the two days will be invited to take part in spring 2011 insight schemes at our partner investment banks. In addition all of the participants will also be fast tracked to the first round assessment stage for the Summer 2012 SEO Investment Banking programme.



PROFESSIONAL SERVICES

Audit / Consulting / Corporate Finance / Tax



“ During my internship at Ernst & Young I was very lucky to be chosen to go to Florida for their International Internship Leadership Conference (IILC). I was able to meet other EY interns from all around the world and experience the culture of the firm as well as meet the CEO Jim Turley. A free day at Disney World wasn't bad either. Prior to this I had not really thought of accounting as a career but SEO made this possible. ”

Demi Akomolafe, Ernst & Young, University of Leicester, SEO Professional Services Class 2010

AUDIT Audit is the process of understanding how a company or any other legal entity operates in order to provide an independent opinion assessing the validity of the company's financial reporting. This process involves tracing and understanding the risks emerging from the rapid and dramatic changes in today's business world. Audit provides a comprehensive and effective review of a company's business processes and controls in the context of the market environment and industry. It also looks to determine how the key risks can affect their financial results. The work of the audit team is frequently utilised to identify opportunities for improving the financial performance of the company's underlying business. The assurance provided by such auditing of a company's financial reporting is crucial for creating confidence amongst various stakeholders in the company and the regulatory authorities.

As an analyst within Audit you will be working with various types of businesses and across a wide range of sectors which differ significantly in their organization, structure and operations. You will gain priceless insight into risk management processes while performing key risk assessment tasks.

CONSULTING As a consultant you will be an expert or a professional in a particular field with a wide knowledge of the subject matter. You will work with a diverse range of clients providing them with management, strategic, economic or technological advice to help bring about a positive change in their businesses.

Within consulting there are many different areas of focus. Management consulting focuses on improving the operational capability of a

company. Strategy Consulting focuses on the 'high-level' strategic issues businesses face. The advice offered covers everything from competitors and the state of the market to consumer behaviour and pricing strategy. Economics Consulting is a specialist area where professional economists generate recommendations, validate strategy and provide expert advice for clients in the commercial world and the public arena. Technology consulting focuses on improving the processes of a business by analysing and developing the business' systems and infrastructure.

CORPORATE FINANCE / TRANSACTION ADVISORY In the current environment, firms have to continuously re-invent themselves to maximize corporate value and generate long-term sustainable growth, while managing their financial risks. Corporate finance/ transaction advisory analysts provide the tools and analysis required to help the firms make these financial/strategic decisions while strengthening the long term viability of the firm. Also as an analyst you are responsible for the management of client relationships, as a result of which you are well versed in almost every aspect of your client's businesses.

Activities include, but are not limited to, providing advice on mergers and acquisitions, restructuring businesses, underwriting the sale of straight equity, equity-linked or debt securities, managing the firm's capital structure, improving the efficiency of funding on the firm's balance sheet, and analysing and resolving potential crisis that can cause financial and reputational risks to the firm.

TAX Companies today have to deal with increasingly complex tax and regulatory structures. Tax analysts provide clients with strategic advice to compliment their overall business structure. As a tax analyst you could be working on various projects ranging from advising companies on acquisitions to high net worth individuals on the tax implications of any activities they undertake.

As a tax analyst, you are likely to have a range of clients from different industries and you will need to have a sound understanding of how their businesses operate. You will need to demonstrate good research skills and be expected to keep yourself updated with the latest changes in tax law.

PROGRAMME REQUIREMENTS

- > On track for a 2.1 or above
- > No specific degree subject is required
- > Broad knowledge of the finance industry is required
- > Excellent quantitative and analytical skills
- > For Audit the following are also highlighted competencies
 - > Minimum 300 UCAS points, 'BBB' at A level (or equivalent)
 - > Able to review, assess and make decisions based on large amounts of information with excellent attention to detail
 - > Assertiveness - the confidence to share opinions and insights and stick by them
 - > Diligence - the ability to maintain exceptionally high standards of work at all times
- > For Consulting the following are also highlighted competencies
 - > Minimum 320 UCAS points ('ABB' at A level (or equivalent)
 - > Resourcefulness - the ability to think creatively to solve problems
 - > Self motivation - the focus and drive to be able to rise to challenges
 - > Assertiveness - the confidence to share opinions and insights and stick by them
 - > Diligence - the ability to maintain exceptionally high standards of work at all times
 - > Strong communication, marketing and relationship skills
- > For Corporate Finance / Transaction Advisory the following are also highlighted competencies
 - > Minimum 320 UCAS points, 'ABB' at A level (or equivalent)
 - > Self motivation - the focus and drive to be able to rise to challenges
 - > Resourcefulness - the ability to think creatively to solve problems
 - > Assertiveness - the confidence to share opinions and insights and stick by them
 - > Diligence - the ability to maintain exceptionally high standards of work at all times
 - > Strong communication, marketing and relationship skills
- > For Tax the following are also highlighted competencies
 - > Minimum 300 UCAS points, 'BBB' at A level (or equivalent)
 - > Resourcefulness - the ability to think creatively to solve problems
 - > Passion for detective work

Accenture
Deloitte
Ernst & Young
KPMG
PricewaterhouseCoopers

APPLICATION PROCESSES AND DEADLINES

Apply online at www.seo-london.com

2010 - 2011 APPLICATION PROCESS

PROGRAMME	MILK ROUNDS	INITIAL DEADLINE	FIRST ROUND*	FINAL ROUND	FINAL OUTCOMES
Professional Services	Oct - Nov Please check our website to find out when SEO will be presenting at your university or at a university near you	17 th Oct	Oct - Dec	Oct - Dec ^{\$\$}	Within 2 weeks of final round assessment
First Year Fast Track		7 th Nov	There are no interviews - candidates are selected solely from their application forms		1 st Dec
Investment Banking		14 th Nov	Oct - Jan	Dec - Jan**	End Feb - Early Mar
Technology		14 th Nov	Nov - Jan	Dec - Jan ^{\$\$}	Within 2 weeks of final round assessment
Corporate Law		14 th Nov	Nov - Jan	Jan - Feb ^{\$\$}	Within 2 weeks of final round assessment

*FIRST ROUND

These will be conducted by SEO. Successful candidates will be required to take online numerical and/or verbal reasoning tests. Technology candidates will also be required to take programme aptitude tests. Upon success of the numerical test, candidates will undergo a 10-15 minute telephone competency interview with SEO.

**FINAL ROUND ASSESSMENT

(Investment Banking)

Successful candidates from the first round assessments will be invited to a final round assessment day, where candidates will interview with representatives from SEO's partner firms.

\$\$ FINAL ROUND ASSESSMENT

(Professional Services, Corporate Law & Technology)

Successful candidates from the first round assessments will interview directly with partner firms for final assessment centres. However, SEO will provide guidance and support prior and through the final interview processes.

CV HELP

SEO can help you with your CVs and cover letters and can sit down with you individually to help you make the most attractive application. If you require assistance with this, please contact us on info@seo-london.org

OFFER PROCESS

Feb – March All candidate placements will be confirmed by email.

April – June Accepted candidates will participate in various mandatory training programmes.

Mid June Internships begin.

NOTES & ADVICE

Candidates are strongly recommended to submit applications as soon as possible as applications are screened on a first come first serve basis. Candidates are welcome to apply to partner firms in addition to their SEO application. However, please note that if you are rejected by a partner firm, SEO would not be able to place you there.

SEO INTERN CLASSES OVER THE LAST THREE YEARS HAVE ATTENDED THE FOLLOWING UNIVERSITIES:

Anglia Polytechnic / Bath / Birkbeck / Birmingham / Bocconi / BPP Law School / Bradford / Bristol / Brunel / Cambridge / Cardiff / Chicago / City / College of Law / Coventry / Dartmouth, US / Durham / East Anglia / East London / Edinburgh / EM Lyon / Erasmus Rotterdam / ESCP-EAP ESM / Essex / Exeter / Glasgow / Greenwich / Hertfordshire / Heythrop College Uni of London / Illinois Wesleyan University / Imperial College / Imperial College Wye / Institut d'Etudes Politiques de Paris / ISC Paris / Keele / Kent at Canterbury / King's College London / Kingston / Lancaster / Leeds / Leicester / Liverpool / London College of Computing / London Metropolitan / London School of Economics / Loughborough / Maastricht, Netherlands / Manchester Metropolitan / Manchester / Middlesex / Newcastle upon Tyne / Nottingham / Oxford / Paris Dauphine / Paris Descartes University / Queen Mary & Westfield / Reading/ISMA Grad Centre / Reins Management School / Royal Holloway / SOAS / Sheffield / South Bank / Southampton / St. Andrews / Staffordshire / Surrey / Sussex / University of Central England / University College London / British Columbia / California San Diego / Wales (Swansea) University / Warwick / West of England / Westminster / Wolverhampton / York



