

# Ketchum Summer Fellows Program 2021

We're excited to announce the return of our interactive application game - LaunchPad!

## **Important Dates:**

- The application will open on January 1, 2021
- The deadline to apply is January 21, 2021 at 9:00 pm EST

LaunchPad is a tool that allows us to assess candidates based on their potential versus what they have had the opportunity to do. While past internships are still beneficial, raw talent and creative problem solving skills are essential as well. Candidates will answer two fictitious client challenges that will measure their creative, digital, writing and general PR skills. All responses will then be posted and applicants will vote and comment on all posts. Top applicants will be chosen to proceed to the interview stage based on the points they earn. Are you ready for this game changer? Game on!



## **What we look for in candidates:**

- Strong writing capabilities
- Intellectual curiosity
- Awareness (and perhaps "obsession") with current trends
- Impeccable multitasking abilities
- Savvy with social media
- A strong work ethic
- Eager to learn and willing to go above and beyond

This opportunity is only available to students completing their undergraduate or graduate degree in 2021 or 2022. If you meet the qualifications to participate in the LaunchPad game you'll be required to answer the fictitious challenge questions between January 23 - January 27 as well as participate in the LaunchPad game between January 30 - February 3.

Are you ready to kick start your communications career? Experience the full spectrum of the communications profession in the city of your choice.

Visit [www.ketchum.com/careers](http://www.ketchum.com/careers).

