



INVESTIN

THE
DIGITAL MEDIA
SUMMER EXPERIENCE

Ages 15-18
London | UCL Campus



DIGITAL MEDIA

Over the course of 2 weeks, you will step into the shoes of a media manager through a range of immersive career simulations and exclusive professional site visits.

Have the unique opportunity to explore the fast-paced world of media, from digital marketing and PR to broadcasting and political journalism. Go behind the scenes to discover how storytelling, audience analysis and algorithms shape the media we consume, while developing your own ideas and strategies along the way.



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	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
07:30 - 09:30	Residential students arrive & check-in	Breakfast				
10:00 - 10:30		Travel to Venue				
10:30 - 13:00		Introduction to the Summer Experience Programme welcome and peer networking	Investigative Journalism Discover the fundamentals of journalistic research and produce your own investigative piece	The Attention Economy Analyse audience behaviour and explore how algorithms shape current trends	Graphic Design Communicate meaning through imagery, text and composition for a client brief	The Video Content Creator Create original content and learn the fundamentals of editing, recording, storytelling and more
13:00 - 14:00		Lunch Break				
14:00 - 17:00		The World of Digital Media Hone your media literacy skills and gain insider career advice	Continued	Managing a Media Empire Take ownership of a struggling media giant and turn it around with a viral strategy	Photography A masterclass on photography and visual communication styles	Editing Workshop Explore effective editing and transition techniques for enhancing the consumer experience
17:00 - 17:30		Travel to Accomodation				
17:30 - 19:30	Dinner & Break					
19:30 - 22:00	Induction & icebreakers	Movie night	Board game café	Sports & games night	Wellness evening	Quiz night
22:30	Lights Out					
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	SATURDAY		SUNDAY		SATURDAY	SUNDAY
07:30 - 09:30	Breakfast			Breakfast		
10:30 - 13:00	Immersive strategy game & workshop		Professional development coaching sessions		Break - Free time	Break - Free time
13:00 - 14:00	Lunch Break			Lunch Break		
14:00 - 17:00	Psychometric testing & personality profiling		Expert university admissions & recruitment coaching		London walking tour	Sports day at central London park
17:30 - 19:30	Dinner & Break			Dinner & Break		
19:30 - 22:00	Scavenger hunt		Crafts night		Scavenger hunt	Crafts night
22:30	Lights Out			Lights Out		
	Break - No Programmes					

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	Residential Package		Programme Content		Enhanced Content	
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
07:30 - 09:30	Breakfast					
10:00 - 10:30	Travel to Venue					2-Week Residential students check-out & depart
10:30 - 13:00	Marketing & PR Meet your client, analyse the audience and brainstorm creative ideas to boost a brands' reputation	Live Broadcast Experience Go behind the scenes of a media studio, exploring production, camera work and live operations	The Producer Research, record and produce an interview segment for screening	Behind the Mic Create and produce your own podcast episode	The Campaign Director Create and pitch a full media campaign, integrating branding, content and persuasive storytelling	
13:00 - 14:00	Lunch Break					
14:00 - 17:00	Shoot & Pitch Film your own ad and pitch your campaign to the panel for feedback	Continued	Continued	Behind the Mic: Continued Explore different roles in audio production and use professional editing software	Graduation Ceremony Closing speeches and certificates	
17:00 - 17:30	Travel to Accomodation					
17:30 - 19:30	Dinner & Break					1-year access granted to The InvestIN Career Accelerator
19:30 - 22:00	Film night	Sports & games night	Wellness evening	Karaoke night	Prom	
22:30	Lights Out					
Exact start/end times of each day will vary. Students will receive their personalised schedule on the 22nd of September. Please ensure you have your schedule with you on the 23rd of September.			18:30 - 21:30	Gala networking party		

Exact start/end times of each day will vary. Students will receive their personalised timetables with specific locations and venues, as well as a finalised social programme schedule, closer to the programme start date.



“I’m thrilled to announce our brand-new Young Media Manager Summer Experience for 2026, which builds on the foundations of our former Young Journalist Programme while embracing the fast-paced world of modern media today. This exciting programme reflects today’s dynamic landscape of digital content, marketing, advertising and PR, giving students a truly future-focused experience.”

Tinu,
InvestIN Media Programme Manager

DATES & FEES

Accommodation Check-In	Programme Start Date	Week 1 Programme End Date	Week 1 Accommodation Check-Out	Week 2 Programme End Date	Week 2 Accommodation Check-Out
Sunday 18th July 2027	Monday 19th July 2027	Friday 23rd July 2027	Saturday 24th July	Friday 30th July 2027	Saturday 31st July 2027

Length	Day Programme Fee	Residential Programme Fee
1 week	£2,290	£3,865
2 weeks	£3,685	£6,995
2-week Enhanced	£4,620	£7,930

Add-On

Airport transfers
Available to/from Heathrow Airport only

Fee

£300 return



	1-Week Summer Experience	2-Week Summer Experience	2-Week Enhanced Summer Experience
Hours of contact time with professionals	25	50	62
Hands-on career simulations	✓	✓	✓
Programme materials, equipment & resources	✓	✓	✓
Programme assessment & digital certificate	✓	✓	✓
On-site safeguarding & pastoral care	✓	✓	✓
Experience UCL campus	✓	✓	✓
Excursions to professional workplaces/venues	✓ Up to 2	✓ Up to 5	✓ Up to 5
Assessed activity		✓	✓
Graduation ceremony & physical certificate		✓	✓
Industry reference letter signed by professionals		✓	✓
Level 3 Award in Work Experience & Assessment for UCAS Points		✓	✓
Professional development & university admissions coaching		✓	✓
CV, LinkedIn & job application workshops			✓
Experience LSE campus			✓
Psychometric testing & personality profiling			✓
Private Gala dinner & networking event with professionals			✓
1-year access to The InvestIN Career Accelerator for virtual micro-internships & AI interviews			✓

	1-Week Summer Experience	2-Week Summer Experience	2-Week Enhanced Summer Experience
Private, single, ensuite bedroom	6 nights	13 nights	13 nights
Breakfast & dinner at accommodation canteen		✓	
Snacks & refillable water bottle		✓	
Travel to/from accommodation venue		✓	
Evening & social activities		✓	
Prom night			✓
24/7 safeguarding & pastoral support, including a designated Pastoral & Activity leader, Centre Managers & a medical office		✓	
Airport transfers to/from Heathrow airport		Available as an add-on	

Find out more about our professionals, venues, residential package & FAQs in our main prospectus

Find out more

How to Register

Registering for an InvestIN programme is a simple, straightforward process.

- ✓ **No application process**
Students don't require prior knowledge or experience in order to attend.
- ✓ **Places are limited**
We are typically fully booked for summer programmes by late spring.



Have questions?

Not sure which programme is for you?

**REGISTER
NOW** →