

✘ At the moment, Reach is in the midst of trip season. A big part of what the year-round team do is visit as many schools as we can all over the world. Some trips consist of visiting Reach alumni at their schools. Others are to forge links with new schools that are interested to hear what Reach Cambridge has to offer. While I was away, various members of the team were also traveling to India, Singapore, Australia, Indonesia and Germany. The world is definitely our oyster!

Reach Cambridge's trip to the USA and Canada was my first marketing trip as part of the year-round team. It was everything I imagined it to be and more. Hot chocolate and *The Gilmore Girls* definitely helped get me through last week's jet-lagged lack of sleep. 3am became an hour of the night I got to know very well. That said, it was a thrill to be part of such an adventure and to meet so many amazing people along the way. So much hard work goes into the creation of our programs throughout the year and my Reach adventure started with this great trip!

We touched down at Heathrow Airport at 9.30am last Monday morning after 27 days away. We covered 7 different towns and cities, 2 countries and 4,100 miles. We had the pleasure of visiting 21 schools and talking to hundreds of students and their college counsellors who, without a doubt, made this beautiful feat of marketing logistics worthwhile. My colleagues have always said how rewarding it is to see a trip through from inception to fruition. After experiencing it myself, I would definitely have to agree. There is something quite special about stepping through the door and shaking someone's hand or having a conversation with a lovely prospective student, especially after putting in all the hours of preparation beforehand.

✘ A big highlight of the trip for me was having the opportunity to see Reach alumni on their own turf. One specific visit that pops into my mind is seeing some of the fantastic Sewickley Academy students while we were in Pittsburgh. They came striding up to us with big smiles on their faces, asked how we were and told us what good memories they had from Reach Cambridge a few summers ago. Experiencing Reach and having a taster of university life in Cambridge contributed to their excitement for graduating this year and embarking on their adventures at college and beyond.

Visit us at www.reachcambridge.com

Email: info@reachcambridge.com
International Telephone: +44 870 8031 732
Registered Address: The Guildhall, Market Square, Cambridge, CB2 3QJ, UK
Reach Cambridge Ltd. is registered in England and Wales
Company No: 05155407

Officially accredited by



Seeing such enthusiasm from our students and meeting potential new students inspires and motivates me to look towards the year ahead with excitement and pride. 2017 is going to be an exciting year for Reach Cambridge and I can't wait to be part of it!

Written by Jess, Business Development Coordinator

Visit us at www.reachcambridge.com

Email: info@reachcambridge.com
International Telephone: +44 870 8031 732
Registered Address: The Guildhall, Market Square, Cambridge, CB2 3QJ, UK
Reach Cambridge Ltd. is registered in England and Wales
Company No: 05155407

Officially accredited by

