



SEO/LONDON
SPONSORS FOR EDUCATIONAL
OPPORTUNITY

YEAR AT A GLANCE

Our 2023/24 Impact Data Headlines

WELCOME

from our Chief Executive Officer

NATHALIE RICHARDS

Reflecting on the 2023-2024 academic year, SEO London is proud to present a comprehensive overview of our achievements and impact. This year has been marked by significant milestones and a steadfast commitment to fostering social mobility and creating opportunities for underrepresented students. Our impact data highlights the breadth and depth of our reach, the effectiveness of our programmes and the outcomes for our participants.

As we move forward we remain dedicated to enhancing our programmes, fostering new partnerships and continuing to make a meaningful difference in the lives of our participants and firms.

CONTENTS

Key Programmes	4
Our Reach	8
What Did We Deliver?	10
Our Impact	12
Thank You	18



KEY PROGRAMMES

SPRING INTO

Spring Intos are programmes for students in their 1st year of university. Designed to introduce participants to a competitive sector and help visualise the career paths available within the industry. We encourage our participants to engage with more than one Spring Into programme as they start to build their ambitions for their future.

6 INDUSTRIES

Consulting, Corporates and Technology, Investment Banking, Buyside, Insurance, and Real Estate

45 HOURS

756 STUDENTS

97% OF PARTICIPANTS said their **CONFIDENCE HAD INCREASED SIGNIFICANTLY** in navigating the application process for summer internships in competitive industries

I found the 'Spring Into' very insightful and it allowed me to think more about what I want to do in my career. After doing this event, I'm now aware of the varied roles within the industry and will be looking to apply to internships within the field. ♪

Helped students understand how to start on their career path

The SEO London team created an engaging event that provided incredible insights into the industry and made me feel like I could be part of it, rather than an outsider. ♪

Students felt that they could see themselves working in their chosen industry

I was able to gain an insight into an industry that I did not know about. It has helped me consider new career prospects within many different roles in insurance. ♪

Students get an opportunity to learn about an industry they hadn't considered as a potential career before



ACADEMIES

Academies are intense programmes for students in their 2nd and 3rd years of university who are looking to secure internships and graduate roles in their chosen industries. They build participants' industry knowledge and employability skills to help them stand out during the recruitment process and shine at interviews. Participants have the opportunity to experience real-life industry scenarios, practise technical skills and grow their network.

6 INDUSTRIES

Consulting, Corporates and Tech, Investment Banking (+ SEO Europe Finance), Buyside, Insurance, and Real Estate

151 HOURS

of education and training provided to students

859 STUDENTS

The most useful part of the Finance Academy is the opportunity to network with other students interested in the industry and with professionals from the field. It's not easy to access senior professionals, especially when we don't have the right networks. ♪

Students say that they particularly appreciated the opportunity to network with peers and industry professionals at the academies

89% OF PARTICIPANTS said their **CONFIDENCE HAD INCREASED SIGNIFICANTLY** in navigating the application process for summer internships in competitive industries

The academy was great and I've grown a lot. I was able to learn how to approach people in a networking event and the relevant skills I needed to break into each buy-side and sell-side field. The CV and application tips were very useful and because of them I know what my next steps are and what I need to do before starting to apply for internships, and how to apply for them. Thank you, SEO Team. ♪

The academies gave students the opportunity to develop their technical and their soft skills

The Corporates and Tech Academy was insightful. Being able to hear the processes in which SEO Alumni went through in order to secure their role and their advice based on their successes and failures proved extremely useful in helping me decide areas I need to work when making my own application. ♪

Students said that they enjoyed getting the chance to hear about different career pathways

FOCUS ON FRANCE

In 2023/2024 we formally launched our SEO Europe programme for students studying at French universities

Finance Academy and 2x Pre-Internship Training programmes delivered

4 NETWORKING BREAKFASTS WITH ICG

515 STUDENTS supported, of whom 111 took part in the France Finance Academy

Masterclasses with BNP Paribas, Bloomberg, KKR and Goldman Sachs

Coaching sessions with SEO alumni, CV clinics and personal branding sessions

Lunch and Learn programme

FRANCE FINANCE ACADEMY

35 HOURS of sessions

91% OF PARTICIPANTS would RECOMMEND THE FRANCE FINANCE ACADEMY, scoring 9/10 or 10/10

The Finance Academy was very insightful especially for people from less prestigious business schools who have not the opportunity to interact with the presentations of elite (competitive/prestigious) banks. We could also connect to students with the same difficulties as us. It was such an honour to get to know all these inspiring professionals. A big thank you to all the team for your truly amazing work! ”

Students see that careers in even the most competitive industries are open to them

I truly discovered finance this week. There were some jobs I had no idea or opinion on and now I have a clearer view on the finance industry. I loved the fact that some of the speakers shared their path to success as well. This has given me confidence in myself to succeed. ”

Students gain in-depth industry knowledge

PRE-SPRING AND PRE-INTERNSHIP TRAINING

We offer students who have secured spring weeks, internships and vacation schemes an opportunity to learn how to navigate the workplace and prepare for success at their firm. The training is designed to increase students' chances of securing a future offer from the firm. Participants benefit from first-hand advice from individuals who have previously succeeded in similar roles and they gain access to an invaluable network of peers who are beginning their professional journey.

573 PARTICIPANTS

109 in our Pre-Spring Training

99% OF PRE-SPRING TRAINING RESPONDENTS felt they had the KNOWLEDGE AND TRAINING to make the most of their spring week

I also hugely appreciated the chance to listen and speak to former spring interns and gain useful tips and advice on how to make the most of the week. SEO, thank you so much for this opportunity. ”

My favourite session was the senior leader address. So inspirational and useful to ask questions to a senior leader and learn what they actually expect from us. I loved the event overall. ”

The training means that students feel more confident when they start their internships or spring week

I think the most unexpected thing I learnt was how to introduce myself properly. At first glance, you would assume that it's common knowledge. However, I found that the tips given were very useful in enhancing something as basic as a self-introduction which is undoubtedly important when leaving an impression. ”

All round an amazing session. So many great nuggets of knowledge I didn't know I needed. There were some great tips from previous springers throughout which I will be sure to implement and the professionalism they brought in for commercial awareness was brilliant. ”

Students have a chance to develop the skills and attitudes that will lead to success in their career journey

OUR REACH

IN 2023-24

4,740+

young people attended
at least one of our events
last year

90%

were from ethnic
minority backgrounds

53%

were from low
socioeconomic
backgrounds

42%

were women
or girls

SEO Careers
participants were
spread across

98

universities in the UK

plus **32** in France

149

PARTNERSHIPS with

135

SPONSOR FIRMS

17

UNIVERSITY FAIRS



WHAT DID WE DELIVER?

ACROSS ALL OUR DIVISIONS DURING 2023-24

3,682
PARTICIPANTS

were undergraduates on the Careers programme

2,728
PARTICIPANTS

took part in one of our selective programmes

910+

HOURS
of education programmes

120+

HOURS
of training programmes

2 **FLAGSHIP CONFERENCES**

ALTERNATIVE INVESTMENTS CONFERENCE (AICON) and the BLACK HERITAGE LEADERSHIP SUMMIT

HOW DID PARTICIPANTS FEEL ABOUT OUR PROGRAMMES?

We gather feedback from every event that we run to assess programme quality and participant experience. The results drive our programme development and improvements.



99% FELT **EMPOWERED TO BE AMBITIOUS** ABOUT THEIR CAREERS



98% FELT THAT **SEO LONDON IS WELL POSITIONED TO HELP THEM**



97% FELT THAT **SEO LONDON CAN CONNECT THEM TO THE KINDS OF EMPLOYERS THEY ARE INTERESTED IN**



97% FELT A SENSE OF BELONGING AT OUR EVENTS



97% FELT THAT SEO LONDON'S PROGRAMMES HELPED THEM OVERCOME CHALLENGES AND BUILD CONFIDENCE



97% FELT OUR PROGRAMMES ENABLED THEM TO WORK ON WHATEVER THEY NEED TO, TO PURSUE THEIR CAREER GOALS



96% FELT THAT SEO LONDON'S SUPPORT WAS CREDIBLE AND RELIABLE



94% FELT THAT TAKING PART GAVE THEM AN OPPORTUNITY TO EXPERIENCE A PROFESSIONAL SETTING THEY HADN'T HAD BEFORE

STRONGLY AGREE / AGREE / DISAGREE / STRONGLY DISAGREE

OUR IMPACT

HOW EFFECTIVE WERE WE AT DRIVING OUTCOMES?

Our programmes aim to translate our Theory of Change into tangible outcomes, providing participants with the assets and capabilities essential for successful career advancement. For more detail on our Theory of Change, see the Impact page of our website.

We survey participants to determine if they feel they have made improvements in the areas targeted by the programme. Last year, having completed our programmes:



STRONGLY AGREE AGREE DISAGREE STRONGLY DISAGREE

The impact goes beyond mere awareness; it extends to fostering a profound sense of confidence and optimism about my future career. SEO London isn't just about imparting knowledge; it's a confidence booster, instilling the belief that success is not a distant dream but an achievable reality.

SEO Alumnus



OUR IMPACT

WHAT WERE OUR PARTICIPANTS' EMPLOYMENT OUTCOMES?

1,090+

participants last year secured competitive summer internships, vacation schemes and graduate roles

Of those participants,

610

secured these from our sponsor firms

We surveyed students graduating from university in the summer of 2024. These are the results as of November 2024:

95% of 2024 graduates who secured a role told us that they were earning over the national average (£30k +)

61% are earning over £50k

71% of 2024 graduates who responded to our exit survey would recommend our programme

71% graduates have already secured a role

91% of 2024 graduates who secured a role say that it aligns with their future career plans

88% of 2024 graduates who secured a role say that taking part in SEO London helped them to do that

OUR IMPACT

SEO SCHOOLS

We supported 315 school students over the academic year 2023/2024, of whom 197 were on our flagship two-year Empower programme. All schools students are from a low-income background. Our holistic programme includes educational events, opportunities to interact with industry professionals and tangible experiences of the workplace.

194
STUDENTS
were given the opportunity
to interact with industry
professionals from 28 firms

186
HOURS
of educational programming
(including a 3-day residential trip)
were offered to students

120+
STUDENTS
received tangible experiences
of the workplace at 9 firms

Coming from a low socioeconomic background, the SEO Schools programme [Empower] ensured I was not another statistic. They provided me with the foundations to enter the corporate world, which I later combined to secure a summer internship at only 18, with a top insurance firm. ▮▮

SEO Schools Participant, 2022-23

SEO London introduced me to like-minded individuals within my cohort, as well as allowing me to meet industry professionals that gave me a real insight into what working in industry entails. It has exposed me to worlds that I would otherwise never have been able to make contact with and taught me how to conduct myself in professional environments, making me a more confident individual. ▮▮

SEO Schools Participant, 2022-23



THANK YOU

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CONSULTING

Bain & Company
Capco
Charles River Associates
FTI Consulting
L.E.K. Consulting
McKinsey & Company
OC&C

CORPORATES & TECH

Amazon
Pharmanovia
Creative Artists Agency
Deloitte
Fiserv
Google
KPMG
Procter & Gamble
RVU
Sky
Tesco PLC

INVESTMENT BANKING & ASSET MANAGEMENT

7IM
abrdn
AllianceBernstein
Ardea Partners
Bank of America
Barclays
BlackRock
Bloomberg
BNP Paribas
BP
Citi
Glencore
Goldman Sachs
Houlihan Lokey
Morrison
Jefferies
J.P. Morgan
Lane Clark & Peacock
Lazard
London Stock Exchange Group (LSEG)
Moelis & Company
Mondrian Investment Partners
Moneta Asset Management
Moody's
Nomura
Perella Weinberg Partners
Pictet Asset Management
PJT Partners
Results Group International
Rothschild & Co
Royal Bank of Canada
S&P Global
Scotiabank
Standard Chartered
Tradeweb
Troy Asset Management
UBS
Valentine Thomas & Partners
Veritas Asset Management
Wellington Management

INSURANCE

Acrisure Re
Enstar Group
Hiscox
Lloyd's

LAW

Addleshaw Goddard
Ashurst
Baker Mckenzie
Bryan Cave Leighton Paisner
Clayton Dubilier & Rice
Cleary Gottlieb
Clyde & Co
Davis Polk
Debevoise & Plimpton
Eversheds Sutherland
Herbert Smith Freehills
K&L Gates
Kirkland & Ellis
Mayer Brown
Reynolds Porter Chamberlain (RPC)
Ropes & Gray
Sidley Austin
Sullivan Cromwell
Travers Smith
Trowers & Hamlins
Weil, Gotshal & Manges
White & Case

REAL ESTATE

Blackstone
Cerberus Capital Managemet
Eastdil Secured
OMERS
QuadReal Property Group
Starwood Capital
Tristan Capital Partners
Westbrook Partners

ALTERNATIVE INVESTMENTS

Advent International
AnaCap
Apax Partners
Aspect Capital
Atomico
Bain Capital Credit
Balyasny Asset Management (BAM)
BlackRock Alternatives
Cheyne Capital
Cinven
Coller Capital
CVC
Davidson Kempner
Digital Bridge
East Alpha
GBL
Global Infrastructure Partners
Goldman Sachs Asset Management
Hayfin
Hg Capital
HPS
ICG
KEA Consultants
KKR
Man Group
Oaktree Capital Management
Permira
Providence Equity Partners
Qube Research Technologies (QRT)
Silverlake
TA Associates
TowerBrook Capital Partners
Tudor
USS
Warburg Pincus
YFM Equity Partners
Zetland Capital

SEO/LONDON

SPONSORS FOR EDUCATIONAL OPPORTUNITY

If you represent a firm interested in supporting students from underrepresented backgrounds or want to diversify your workforce, get in touch.

We can work together to prepare talented students from underrepresented backgrounds for career success.

Donate



Give back



Partner with us



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