**Experian - Suggested email copy to send to Step Up students (University + HE)**

Subject line suggestion – Gain free virtual work experience with Experian!

Good afternoon xxxxx

I wanted to make you aware of a **virtual work experience** opportunity with **Experian,** through the Digdata programme.

The “Step Up” (University + HE) **Experian live online career challenge** is being held on **Wednesday 12th October at** **6pm.** It is free to attend and will give you the opportunity to solve a real business problem using data and gain a virtual work experience certificate – This will look great on your cv, LinkedIn profile and future job applications.

Whether you’re studying maths or music, business or biology, a career in data could be for you.

Attending this event will give you a head start in learning about new and exciting careers in the data and analytics industry

**What you will gain**

* The opportunity to solve a real business problem
* Virtual work experience with Experian
* Certification of virtual work experience

**How do BMW best promote the launch of their new electric vehicle to the right target groups?**

**Overview:**  
A digital agency is preparing for the launch of the new BMW EV and have assigned you the task to identify relevant consumer profiles, determine potential audiences to promote to and areas of the UK where advertising will be the most effective for future sales.

**Step Up Challenge:**  
**We are seeking data scientists and data strategists to work on this career challenge by using our data to solve this digital agency’s problem, can you help?**

Don’t have much or any work experience on your CV? This is the perfect opportunity to get some and be awarded certification.

**Click** [**here**](https://digdata.online/experian-live-online-career-challenge-step-up-registration-form/) **to find out more about the Experian live online career challenge.**

[Register now to reserve your place!](https://digdata.online/experian-live-online-career-challenge-step-up-registration-form/)

www.digdata.online

Kind regards,