CI PROSPECTUS
2017

2 About CI
3 The Education Environment Today
4 CI Programs
8 In Detail
10 Tuition
11 Accommodation Package
11 Our Manifesto
12 Additional Information
12 Contact
ABOUT CI

CI is an accelerated learning provider offering private post-secondary, non-degree granting, full-time immersive in-person courses that combine intensive classroom-based workshops and seminars, practical work experience-based training and a link to potential employers.

For students and recent graduates, CI’s programs provide the skills, experience and links to hiring companies necessary to discover and launch successful careers in today’s competitive and rapidly evolving employment landscape.

CI was built on a very simple idea.

Early in our adult lives, we make decisions that affect our entire lifetime. Just like your college education, your career should be planned and strategized with investment goals.

CI’s mission is to empower young people to secure rewarding, lucrative careers that enable them to choose a lifestyle, rather than chase one.

12 cities. 9 industries. 3 programs.
THE EDUCATION ENVIRONMENT TODAY

Are graduates prepared for work? 70% of educators say yes. Fewer than 40% of employers agree.

There is much evidence highlighting the “skills gap” that exists between what traditional educators teach and what employers need. The majority of employers – quoted between 50 and 70 per cent according to McKinsey & Co’s in Education to Employment: Designing a system that works – report difficulty in finding suitably qualified graduates to fill positions. And many graduates – 55 per cent according to the same report – are underemployed (in jobs that do not require degrees).

In 2016, the year that student debt overtook credit card debt, attention is naturally turning to educational value in terms of experiences and outcomes. With the average college student investing more than half a decade and some $1/3 million USD in their post-secondary education, a college degree represents the second largest investment an individual will make after buying a home. Both students, parents and education providers should therefore be forthright in seeking and demonstrating investment outcomes.

While contemporary research points to the gradual, yet significant erosion of the “graduate premium”, CI’s programs provide a proven avenue for graduates to secure and amplify their investment in their education. Generally, students with work experience are three times more likely to secure employment in their chosen field. With specific reference to the “CI premium”, CI alumni are hired more quickly and earn more straight out of college than their graduate peers – three times more quickly (2.5 versus 7.5 months) and 30% more ($36k versus $47k), in fact, compared with the US and UK national graduate averages.

CI’s mission as an "accelerated learning" provider is to positively affect the career trajectories of its students through short, intensive and immersive, yet lasting, experiential education. Ignoring the qualitative benefits from experiencing a summer in a global city with like-minded, high-potential early career professionals, the 30% earnings premium alone represents a trade of 8 weeks for 8 years; eight weeks invested in a CI programs helps a graduate yield a positive return on their investment eight years sooner.

In economic terms, in addition to skills demand and supply disequilibrium, today’s graduate market suffers an “allocation problem”. Most of the 2.5 million graduates entering the jobs market each year are encouraged to apply for a relatively small number of highly visible employers. The success rates are unsurprisingly one in hundreds. The story in the UK is similar, where the country’s largest graduate employers receive an average 250 applications for every vacancy and yet still report leaving 20% unfilled.

For students and recent graduates, CI’s programs provide the skills, experience and links to employers necessary to launch successful careers in today’s competitive and rapidly evolving employment landscape.

Right out of the gate, thanks to our focus on partnering with host companies committed to influencing the development of the next generation of graduates and our practice-over-theory coaching style, more than 65% of our students were hired straight out of the program by their host companies. The third that didn’t take up graduate jobs with their host companies, successfully leveraged their experience on the program to secure careers with other desirable employers.

IN SUMMARY

- Over 65% of our students are hired straight out of the program by their host companies.
- CI alumni are hired three times more quickly and earn 30% more straight out of college than their graduate peers compared with the US and UK national graduate averages.
- As a result, students that have spent 8 weeks on a CI program see a positive return on their college investment 8 years sooner, ‘breaking even’ at age 35, versus age 43.
Choose your path. We offer three program types...

Global Explorer Program

Explorer (ˈɪkˈsplɔːrər) • n. 1. A person who explores an unfamiliar area; an adventurer.
8-week immersive internship* + Career Navigator Series + Future Leaders Series + Group travel & activities.

The Global Explorer Program is our flagship. It is most popular with current students and recent graduates looking to explore and discover their career path.

Graduates of the program leave with the professional skills, experience and connections necessary to find and launch a rewarding career.

Global Accelerator Program

Accelerator (əˈkseərətər) • n. 1. A person or thing that causes something to happen or develop more quickly.
2-week intensive course + 6-week high-impact internship* + Career Navigator Series + Future Leaders Series + Group activities & travel.

The Global Accelerator Program is most popular with students, graduates and early-stage career-changers looking to launch and accelerate their career in:

Investment Banking, Digital Marketing, Coding & Design, Business Development & Sales.

Graduates of the program leave with demonstrable technical skills and on-the-job experience to help signal their employability to prospective hiring companies.

Global Explorer Program: Vanguard Edition

Vanguard (ˈvænɡərd) • n. 1. A position at the forefront of new developments or ideas.
8-week immersive internship* (in-person) + Future Leaders Series (online) + Coaching & support (online).

The Global Explorer Program: Vanguard Edition is most popular with current students and recent graduates looking to explore and discover their career path outside of the traditional summer vacation period.

Graduates of the program leave with the professional skills, experience and connections necessary to find and launch a rewarding career.

* More than 65 per cent of our alumni get hired by their host company. Your internship may extend to more than 8 or 6-weeks if you and your host company wish.

** Intensive courses attached to the Global Accelerator Program are available in: Investment Banking; Digital Marketing; Coding & Design; Business Development & Sales.
CI PROGRAMS: CONT'D

... in twelve global cities.

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CI PROGRAMS: CONT’D

... across nine industries.

### Banking & Financial Services
- Investment Banking; Corporate Finance, Mergers & Acquisitions, Research, Sales & Trading
- Investment Management; Fund Management, Hedge Funds, Private Equity, Fund of funds
- Equity, Fixed Income, Derivatives, Commodities, Structured Products, Alternatives
- Private Banking & Wealth Management

### Marketing, Advertising & PR
- Marketing & PR; Digital, SEO, Social Media, PPC, Market Research, Brand Management
- Event Planning; Trade Shows, Press Conferences, Networking Events, Product Launches
- Advertising; Creative, Copywriting, Content Production, Art Direction, Account Management, Illustration
- E-Commerce & New Media; Media Planning-Buying, Network Management

### Consulting & Professional Services
- Management & Strategy Consulting; Business Strategy, Technology, Operations, Human Capital
- Accounting, Audit & Tax; Financial Control, Analysis & Modelling, Forecasting & Planning
- Insurance & Actuarial; Underwriting, Claims, Risk & Quantitative Analysis

### Technology & Engineering
- IT & Information Services; Infrastructure, Support, FinTech
- Software & Web Design; Web Development, Mobile Application Development, Animation
- Energy & Utilities; Engineering, Sales & Trading, Transport & Logistics, Renewable Energy

### Entrepreneurship & Start-Ups
- Business Development; Business-to-Business, Business-to-Customer, Sales, Partnerships
- Customer Success; Account Management, SaaS, Revenue Growth, Vendor Solutions
- Media & Advertising; Growth-Hacking, Marketing, SEO & PR Outreach, FMCG

### Media, Entertainment & Journalism
- Publishing & Journalism; Broadcast, Traditional & New Media, Editorial, Vlogging
- TV, Film & Radio; News, Production, Talent Management
- Drama & Music; Research, Audio Visual, Stage Management
Law & Politics
- Law & Legal Services; Commercial, Contract, Corporate, Criminal, Human Rights, Personal Injury, Entertainment & Sports
- Politics & Public Service; Political Research, Lobbying, Public Affairs, Think Tanks, International Relations

Art, Fashion & Design
- Film & Photography; Creative & Production Services, Commercial & Nature Photography
- Graphic Design; Mobile Design & Production, User Interface, User Experience
- Art & Fashion; Textile, Visual Merchandise, Buying, Account Coordination

Charities, Not-For-Profits & NGOs
- Community Development; Volunteer Management, Counselling, Social Care
- Campaigns; Lobbying, Fundraising, Policy, Conservation, Environment, Grant Management
- International Development; Human Rights, Corporate Social Responsibility (CSR)
1. Internship
> All programs.

More than half of the largest graduate employers say that applicants without relevant work experience have little or no chance of receiving a job offer for their graduate training schemes.

Employers recognize the value of work experience. For many, it carries more weight than your GPA. It tells employers that you possess the drive to explore and pursue a profession, the skills required in your field, and, perhaps above all else, the maturity to succeed in a workplace environment. In short, it helps demonstrate that you are a wise investment.

Your internship is a critical element of the program. It will be where you cultivate real-world skills and experience to enhance your employability, where you begin expanding your professional network and where you put the other elements of the program into practice.

You’ll attend your internship placement Monday to Friday for the full eight weeks of the program.

2. Intensive Course
> Global Accelerator Programs only.

This is a full-time course, five days per week for two weeks.

Investment Banking: The immersive Investment Banking course is designed to give you a comprehensive overview. You’ll develop an understanding of financial modeling, micro- and macroeconomics and you’ll learn valuation analysis, pitching and buy-and sell-side processes.

Digital Marketing: The immersive Digital Marketing course is designed to give you a complete understanding of the online sphere. The course will teach you the basics of paid search, search engine marketing, analytics, social media marketing, using content and email campaigns.

Coding & Design: The immersive Coding & Design course is designed to give you an overview of web development and graphic design. Learn front-end vs. back-end, how to build a basic website in HTML/CSS and structure code using objects. We’ll teach you test-driven development, object-oriented programming and use of programs in the Adobe Suite.

Business Development & Sales: In the immersive Sales & Business Development course, you’ll transform your sales ability, learn how to spot new opportunities, influence gatekeepers and decision-makers and ultimately grow a bottom line; the key to any successful business.

3. Career Accelerator Series
> Global Explorer Program & Global Accelerator Programs only.

Working hard is good, but working smart is better. The Career Accelerator Series (CAS) will equip you with the knowledge and confidence to make smart, informed career decisions.

You’ll hear from graduates a few years into highly successful careers at the Graduate Q&A Panel event. You’ll gain insight into their industries and their career paths, learning how they’ve succeeded where others haven’t. You’ll receive seasoned advice from senior business figures at the Executive Q&A Panel event too.
At the Business Psychology I & II events, you’ll learn what drives high-performing individuals and organizations, why EQ is more influential than IQ when you move beyond the academic setting and how understanding your own motivational needs drives greater career satisfaction.

You’ll also learn how to showcase your newly acquired skills and experience, on paper and in-person, at the Acing the Interview and CV Surgery events.

You’ll attend a CAS event once per week. They are interactive, group-based seminars typically held on Tuesday evenings.

4. Future Leaders Series
> All programs.

Ownership, proactivity, curiosity, creativity, innovation, real-world problem solving, fact-based decision-making and commercial awareness are not just buzzwords. They are traits attached to successful leaders. And they’re traits employers like to see evidenced on prospective hires’ resumes.

Being a leader is a state of mind. The Future Leaders Series (FLS) will train you to think and behave like a future business leader. You’ll consider a new topic each week, culminating in the opportunity to deliver a business analysis presentation to your host company.

Through the series you’ll be invited to tackle the big questions faced by the decision-makers at your (and every other) company every day. From understanding the marketplace (who are our clients and how do we solve their problems?), to people and productivity (how can we attract, develop and retain the best talent?), to money matters (how can we control costs and grow revenue?), to staying ahead of the competition (how can we innovate and grow market share?).

You’ll attend an FLS event once per week. They are part-workshop, part-guided-study sessions followed by a casual get together and are typically held on Thursday evenings.

5. Group Activities & Travel
> Global Explorer Program & Global Accelerator Programs only.

With the destination firmly in hand, it’s important to enjoy the journey. We’ll put on a Welcome Orientation event at the start of the program to help you meet the rest of your cohort and an End of Program Party to help you see out the program in style. We’ll host Happy Hours every Thursday after Future Leaders Series to bring your cohort together.

We’ll also take everyone on a weekend away from the city and one-day getaway at the quarter and three-quarter way mark, respectively.

A networking evening during the final week of the program provides an opportunity for all interns and partner companies to meet and rub elbows, so you can expand your network and thank your host company for a memorable eight weeks.
Think of us as a business school, study abroad, travel and work experience provider all-in-one. We're confident that you won’t find more for less anywhere else.

Most accelerated learning providers, whether they are internship or study abroad or vocational course providers, rely solely on tuition fees. We don't. We think the sole reliance on funding from tuition fees has a tendency to turn otherwise well-meaning organizations into quantity, rather than quality, driven organizations. For them, more students equal more revenue.

Rather than relying solely on tuition fees, we generate a significant proportion of our funding from hiring companies that pay us a fee when they convert their interns to graduate hires after the program. So for us, better outcomes equal more revenue.

We’re excited for you to understand how we’re different. It means our programs, our staff and the hiring companies we partner with are inherently designed and motivated to maximize student experience and outcomes. Which, above all else, means our interests are seamlessly aligned with yours.

We’re committed to job creation and closing the skills gap for the benefit of the next generation of leaders, creators and thinkers.

If you need help making things work, learn more about our tuition rebate - we'll give you $2,500 USD if you get hired - and other funding options on our website.

Global Explorer Program
Program tuition fee: $4,650
Optional Accommodation Package fee: $3,600

Global Accelerator Program
Program tuition fee: $7,150
Optional Accommodation Package: $3,600

Global Explorer Program: Vanguard Edition
Program tuition fee: $4,450
Optional Accommodation Package: Depending on availability

Please note that fees exclude the Enrollment Fee. Fees are stated exclusive of prevailing sales or value added taxes.
OPTIONAL ACCOMMODATION PACKAGE

The Accommodation Package is available over the summer as part of the Global Explorer Program and Global Accelerator Program. Depending on the city that you choose, single or shared rooms are provided in student residences for eight-weeks.

Selecting the accommodation package eliminates the worry and associated administration that goes with finding your own temporary place to live. You’ll live with the other interns on the program; an excellent way to get to know everyone and join an automatic friendship group.

We’ll be there on check-in day to help you move your bags in, get you settled and introduce you to your cohort.

OUR MANIFESTO

We are driven by nine core beliefs. Together, they steer our curriculum, coaching-style and culture.

Learning By Doing.
The theoretical approach has its limits. At every opportunity, each concept, theory and lesson covered in the classroom is accompanied by real-world application at your internship.

Curiosity-Led Learning.
Self-education is the best education. We open the door; you step through it. We’ll bring you the platform to explore and launch a meaningful career, you’ll bring the drive and enthusiasm to make the most of it.

Unabashed Authenticity.
Emotional intelligence can be learned. Assertiveness, conscientiousness, empathy, confidence and leadership are mindsets accessible to all. We’ll help you to be the best version of you.

Doing Well By Doing Good.
Success and integrity are not mutually exclusive. You can excel without compromising yourself and your values. We are the embodiment of what we preach; we are bright, hard-working, high-performing individuals whose success is contingent on the impact we have on yours.

Open, Candid Communication.
We’ll tell you if you’re being a narcissistic, entitled millennial. You’ll be surrounded by well-informed and empathetic coaches who are called on by some of the world’s leading companies to supply their next graduate superstars.

Nothing Is Perfect. Or Permanent.
Fact-based decision-making is at the root of everything we do, but we’re not afraid to take a leap of faith. We’ll equip you with a broad-based toolkit to help you navigate your next career opportunity. And the one after that.

Success Is A By-Product Of Happiness.
Know thyself. We’ll help you learn about yourself and discover what you do (and don’t) enjoy. What you enjoy, you’ll be good at. What you’re good at will take you places.

The Journey Is As Important As The Destination.
Having fun matters. We maintain an unwavering focus on the future without abandoning the here and now.

We’re All In This Together.
We’ve tied our success to yours. We’re invested in you and your career and will guide you in seeding and growing a network of mentors and influencers invested in you too.
ADDITIONAL INFORMATION

Flights
Flights are not included as part of the program fee. Many websites offer discounted flights for students and those under 26, lowest price guarantees and comparisons of flight prices across the web. Try STA Travel, Sky Scanner or Momondo.

Insurance
Insurance is extremely important and required for all program participants. With travel insurance abroad you’ll be covered for events such as cancelled flights, medical fees, stolen goods and lost baggage.

Visas
To join a program abroad, you may need to secure a visa. Securing a temporary visa is a very straight-forward process. Your travel history will be analyzed. Speak with our partners, BUNAC or InterExchange, for more information.

QUESTIONS?

If you’re question isn’t listed on our FAQs page (http://www.city-internships.com/faqs), our Student Experience Team is your best port of call.

They can be reached on +1 (310) 438-5329 or studentexperience@city-internships.com.

Our alternative office numbers are listed below.

Los Angeles (HQ): +1 (310) 438-5329

London: +44 (0)20 3808 4790

Skype: Search ‘City Internships’