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Accelerator launches in-house student PR agency

Accelerator, London Metropolitan University's award-winning business incubator, is launching an in-house student PR agency and is on the look out for a PR agency to mentor its staff.

Accelerator's student PR agency will be staffed with London Met's brightest PR students and recent graduates who will work closely with the University's Communications and PR office to promote the image of the business incubator and its residents.

Matthew Connelly, Student Enterprise Development Manager at Accelerator, said: "The student PR agency is a unique scheme that enables PR agencies to use their CSR budgets to provide students and recent graduates with excellent opportunities to develop their skills whilst securing a direct pipeline to talented graduates."

The mentoring PR agency will have access to Accelerator's facilities, contacts in the business world, conferences, seminars and networking events.

Established as part of The Student Enterprise Programme at London Met and based in the heart of London's ICT and digital media community in Shoreditch, Accelerator is open to students and recent graduates in need of business guidance and support.

The business incubator offers funding, office space, training and exceptional networking opportunities. Since its launch in 2004 Accelerator has given shelter and support to more than 70 businesses and organised more than 200 workshops and events.

Notes to editors:

To find out more about the Accelerator PR Agency visit <http://careerinpr.blogspot.com>

To find out more about the Accelerator and student enterprise, visit

www.londonmetstudententerprise.co.uk

To view a short video about the Accelerator and their activities, go to:

<http://www.youtube.com/watch?v=GrShf5lQmCc>
<http://www.youtube.com/watch?v=gE-vmkTcDUc>
<http://www.youtube.com/watch?v=Z-nOGXi7b7k>

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