

**College of Life and Natural Sciences**

**Work Placement  
Log Book**

**Module leader – Omari Williams**

**2018/19**

## Work Experience Log Record Sheet:

### Placement 1:

<b>Organisation</b>	DCFC
<b>Department</b>	Marketing
<b>Date/s of placement activities</b>	14th and 21st of october 2025
<b>Line Manager (Name)</b>	Samantha Wilkinson
<b>Line Manager (Number)</b>	
<b>Line Manager (Email)</b>	samantha.wilkinson@dcfc.co.uk
<b>Number of hours</b>	10

<b>Summary of activities completed during this placement/work experience</b>	<p>I started off by doing a quick quiz on information about the club like key players and the best years, learning more about DCFC. I then went around the office and with a partner, asked a variety of people a few questions about their work and their life to get to know a few people. I also assessed different football clubs from 3 different leagues and looked at their social media and fan interaction, drawing up data on things like how many likes they get on different platforms compared to how many people see the posts/videos. I used this as a base to create a short plan for ways derby fc could improve their own social media and comparing them to other clubs to see if their current methods are working.</p> <p>On the 2nd session, i looked at the derby county 'identity' colours like founders green and victory blue. I looked at these in detail before beginning to create a new set and using them to design a new layout for the players tunnel. I also then looked at how DCFC hold events and created my own plan for an event i could hold based on international womens day.</p>
<b>Key individual personal achievements during the placement/work experience</b>	Event planning, creativity, communication skills, research skills and teamwork skills worked on. Learning how to plan specific events around target markets.

<b>What did I learn or gain from these activities?</b> Relate to knowledge & understanding of commercial sport; transferable skills and subject specific skills, management styles, etc	
Communicating with new people	Walking round the office and introducing myself to new people, asking them questions
Event planning	Planning a fake event
creativity	Designing new tunnel and identity colours
research	Looking at and analysing other clubs social media.

Repeat the process above for each placement completed.

**Placement 1:**

<b>Organisation</b>	DCFC Community trust
<b>Department</b>	Derby 10km
<b>Date/s of placement activities</b>	15th march 2026
<b>Line Manager (Name)</b>	Samantha Wilkinson
<b>Line Manager (Number)</b>	
<b>Line Manager (Email)</b>	samantha.wilkinson@dcfc.co.uk
<b>Number of hours</b>	8

<b>Summary of activities completed during this placement/work experience</b>	I was assigned zone 3 for 10km so I went with about 5 other people in a minibus to that area. When there, we set up by taping off around the course so people or cars couldn't get onto the course and runners were less likely to skip corners. After all the tape was up, we checked in with the council traffic management people and ensured they could get all the cones and diversion signs set up. After that I took a place on a corner to ensure all runners were heading in the correct direction and had to deal with a few rogue cars, directing them to a diversion or the nearest exit. Once the final runners had gone past, we began taking down all the tape and signs and helped the water stations pack away their tables and excess water. Once we got back to the start, we helped put the metal fencing away.
<b>Key individual personal achievements during the placement/work experience</b>	Negotiation skills, leadership skills

<b>What did I learn or gain from these activities?</b> Relate to knowledge & understanding of commercial sport; transferable skills and subject specific skills, management styles, etc	
Managing a difficult situation and communicating effectively	I was responsible for calming down any member of the public who was unhappy with the diversions, asserting that they legally could not move their car until the race had finished.
leadership	Ensuring it was well communicated to everyone the directions of the race
Health and safety procedures and legislation	Ensuring the course was safe, keeping it clear and stopping any cars and pedestrians from entering the course.

**Placement 1:**

<b>Organisation</b>	DCFC
<b>Department</b>	commercial
<b>Date/s of placement activities</b>	28th october and 4th november 2025
<b>Line Manager (Name)</b>	Samantha wilkinson
<b>Line Manager (Number)</b>	
<b>Line Manager (Email)</b>	samantha.wilkinson@dcfc.co.uk
<b>Number of hours</b>	10

<b>Summary of activities completed during this placement/work experience</b>	In the commercial office at DCFC, we started with looking into the sponsors of the club, analysing what they did and what they pay for as sponsors. We then used this information to look into what value is provided for the sponsor, compared to the club. We then created our own sponsor list, picking businesses and deciding what they could sponsor or where they could go on a kit. We decided this through analysis of what the company did and where the most beneficial sponsor for them would be. On the 2nd session, we arranged an entire lightboard fixture for a match scenario., organising sponsors based on their business and ensuring they were spread out evenly. For example, food based sponsors would feature more heavily nearer the break. This was nearly 200 different time slots. Before the lionesses game, we also organised the actual advertising boards for outside the stadium using a programme and ensured each slot was the correct time by going through them all individually.
<b>Key individual personal achievements during the placement/work experience</b>	Organising the actual advertising boards outside the stadium.

<b>What did I learn or gain from these activities?</b> Relate to knowledge & understanding of commercial sport; transferable skills and subject specific skills, management styles, etc	
New programmes learnt	When editing the system that controls the advertising boards
Commercial activity	Managing sponsor scenarios
Business strategy	Identifying the best value sponsorship place for businesses
Customer satisfaction	Ensuring the sponsors find value out of their investment.

**Placement 1:**

<b>Organisation</b>	DCFC community trust
<b>Department</b>	Community trust

<b>Date/s of placement activities</b>	11th november 2025
<b>Line Manager (Name)</b>	Samantha Wilkinson
<b>Line Manager (Number)</b>	
<b>Line Manager (Email)</b>	samantha.wilkinson@dcfc.co.uk
<b>Number of hours</b>	5

<b>Summary of activities completed during this placement/work experience</b>	In the community trust, I first researched and answered questions relating to the community trust in order to get to know it and what it does. I then looked at other charities and their strategies in order to compare them to DCCT and see if it could improve anywhere. I then created a scenario for a founders' ride' that DCCT could hold including things like prices, possible sponsors, routes and marketing options, and placing some ideas on a moodboard.
<b>Key individual personal achievements during the placement/work experience</b>	

<b>What did I learn or gain from these activities?</b> Relate to knowledge & understanding of commercial sport; transferable skills and subject specific skills, management styles, etc	
funding	Working out where a charity could get funding for events from.
Event planning	Creating a scenario for a charity event
Commercial activity	Planning marketing for an event

**Placement 1:**

<b>Organisation</b>	DCFC
<b>Department</b>	Ticket office
<b>Date/s of placement activities</b>	18th november
<b>Line Manager (Name)</b>	Samantha Wilkinson
<b>Line Manager (Number)</b>	
<b>Line Manager (Email)</b>	samantha.wilkinson@dcfc.co.uk
<b>Number of hours</b>	5

<b>Summary of activities completed during this placement/work experience</b>	I completed a research assignment that studied about dcfc tickets, the season tickets and different ways they could be sold or marketed. I had to do quite a bit of problem solving to find some of these facts out as the cloudflare servers (which dcfc's website is on) had gone down across the world so I had to find other sources of facts. I was
--	--

	also taught about how seatgeek works and how tickets are sent out or organised.
<b>Key individual personal achievements during the placement/work experience</b>	

<b>What did I learn or gain from these activities?</b> Relate to knowledge & understanding of commercial sport; transferable skills and subject specific skills, management styles, etc	
New computer system learnt	Seat geek ticket manager.
problem-solving	Working around a world-wide website crash.
Business strategy	Looking at how tickets are sold and their pricing and creating my own pricing sheet.

**Placement 1:**

<b>Organisation</b>	DCFC
<b>Department</b>	Lionesses game
<b>Date/s of placement activities</b>	28th october 2025
<b>Line Manager (Name)</b>	Samantha wilkinson
<b>Line Manager (Number)</b>	
<b>Line Manager (Email)</b>	samantha.wilkinson@dcfc.co.uk
<b>Number of hours</b>	5

<b>Summary of activities completed during this placement/work experience</b>	I volunteered for the derby county football club as an event steward helping out as derby hosted the lioness women's game friendly against Australia. I arrived before the event and was briefed on the game, my task and what would be happening before and after the event. I was with a group of about 5 people, directing the crowds to the correct entrances and helping hand out stickers and face paints while helping people sign up to the pre-match light show. I then got to watch the match itself before heading back outside early to ensure people leaving knew where they were going.
<b>Key individual personal achievements during the placement/work experience</b>	Stewarding at a major event.

**What did I learn or gain from these activities?**

Relate to knowledge & understanding of commercial sport; transferable skills and subject specific skills, management styles, etc	
Crowd control	Ensuring everyone was getting where they were supposed to be in a timely but calm manner
Public interaction	Handing out stickers, qr codes and directions to as many as possible.
multi-tasking	Getting as much help to as many people as possible, often with more than 5 people at a time.

**Placement 1:**

<b>Organisation</b>	Master class aaron shaheed
<b>Department</b>	
<b>Date/s of placement activities</b>	9.2.26
<b>Line Manager (Name)</b>	Andrew Cowen
<b>Line Manager (Number)</b>	
<b>Line Manager (Email)</b>	a.cowen@derby.ac.uk
<b>Number of hours</b>	3

<b>Summary of activities completed during this placement/work experience</b>	The masterclass with Aaron Shaheed was very insightful, especially in terms of managing the university experience and balancing your life. He talked about imposter syndrome and how even though its out of your comfort zone, its entirely normal and expected from such a new and daunting experience. He emphasised that social groups and friendships are a very important thing to have, you need a support group to relax with but also someone to help you if you need it, a shoulder to lean on. After that, he noted that experience is key in university, volunteering, helping out, networking and meeting new people is essential for you and your future career. All experience can help, no matter what it is or what job you want to go into, honing your skills for any task and not just what job you want to go into is important to widen your prospects and perspectives. He especially noted that you 'cant have highs without lows' its not always going to go well but this is normal, you just need to stick to it and that commitment will be rewarded.
<b>Key individual personal achievements during the placement/work experience</b>	

**What did I learn or gain from these activities?**

Relate to knowledge & understanding of commercial sport; transferable skills and subject specific skills, management styles, etc	
Resilience	Even if things aren't going your way, it's not the end of the world, it will be better.
confidence	A comfort zone is good to stay in sometimes but risks must be taken to advance your career/learning.

**Placement 1:**

<b>Organisation</b>	Masterclass with hugo scheckter
<b>Department</b>	
<b>Date/s of placement activities</b>	
<b>Line Manager (Name)</b>	Andrew Cowen
<b>Line Manager (Number)</b>	
<b>Line Manager (Email)</b>	a.cowen@derby.ac.uk
<b>Number of hours</b>	3

<b>Summary of activities completed during this placement/work experience</b>	The masterclass from Hugo Scheckter was also very interesting, he manages player care and has done so for many football clubs. The main piece of advice i got from this class was that any experience is good, he worked on many different things before settling on football, showing you do not need to worry if you dont immediately find your dream job, finding your right fit can take time and a lot of trial and error, so experience helps a lot but so does patience and waiting for the right opportunity and grabbing it. Something not even related to the job you want but a good position could help you get into your dream job. He showed us the realistic parts of a sports career, there are good parts, but a lot can and does go wrong or isnt particularly fun and that's ok, you don't have to stick to sports. He noted the most important elements to a successful career in sports are commitment, contacts, flexibility, common sense and personality. You want to be memorable and open, introduce yourself and be friendly with many people to gain connections and they are very likely to help you or offer you an experience/ job.
<b>Key individual personal achievements during the placement/work experience</b>	

<b>What did I learn or gain from these activities?</b> Relate to knowledge & understanding of commercial sport; transferable skills and subject specific skills, management styles, etc	
Patience is key	Perfect jobs wont just magically happen, sometimes you may need to wait years.
Flexibility in your career	Even if a job is not exactly what you want to do, it could help your career progress so taking that opportunity is a good idea.

### Placement 1:

<b>Organisation</b>	Guest speaker sessions
<b>Department</b>	
<b>Date/s of placement activities</b>	16th and 23rd feb
<b>Line Manager (Name)</b>	Anum Naz Durrani
<b>Line Manager (Number)</b>	
<b>Line Manager (Email)</b>	A.Durrani@derby.ac.uk
<b>Number of hours</b>	6

<b>Summary of activities completed during this placement/work experience</b>	In the guest speaker sessions, we were taught by john mccay and ewan godfrey. They gave us an insight into the world of sports, especially the function of marketing within sports organisations. A key point to us was to use our time wisely, take opportunities as they come and use your time off to improve skills and learn. Ensure you dont waste time doing something pointless. Ewan godfrey showed us the importance of a client database in organisations, how they help define your demographic and affect all marketing decisions. Setting up loyal customers is important in sports, but also having multiple possible sources of income as most sports have an 'off' season and clubs cannot survive this if they do not have other forms of income. John McCay emphasised the importance of truly understanding marketing and using methods like the golden circle to perfect it, how the marketing can severely affect the value of your organisation/product.
<b>Key individual personal achievements during the placement/work experience</b>	Created a presentation on a possible event for the cricket club in a small competition for about 20 minutes and won.

<b>What did I learn or gain from these activities?</b> Relate to knowledge & understanding of commercial sport; transferable skills and subject specific skills, management styles, etc
--

Marketing management.	The more known about your target audience, the easier it can be to market to them or attempt to expand your audience
Time management	The importance of creating value with your time and using it wisely.

**Placement 1:**

<b>Organisation</b>	Santander academy
<b>Department</b>	High performance leadership.
<b>Date/s of placement activities</b>	
<b>Line Manager (Name)</b>	Certificate on website.
<b>Line Manager (Number)</b>	
<b>Line Manager (Email)</b>	
<b>Number of hours</b>	8

<b>Summary of activities completed during this placement/work experience</b>	I completed a course on the Santander academy on leadership, a good skill to have in management. This course is online, taking 8 hours to complete including assessments and helped me develop vital skills like time management, teamwork and decision making. It is mostly taught by Claire Williams (one of only 2 women to have ever managed an f1 team) which I found highly interesting as f1 is one of my favourite sports. This made the course more engaging for me as it was relevant to my interests as well as helping develop vital career skills. This course also featured more lessons from other real life situations like from f1 champion jensen button and how he managed in his winning season.
<b>Key individual personal achievements during the placement/work experience</b>	

<b>What did I learn or gain from these activities?</b> Relate to knowledge & understanding of commercial sport; transferable skills and subject specific skills, management styles, etc	
leadership	How to lead effectively and promote team-work and motivation within a team

realism	Knowing when to recognise if something isn't working and taking a step back to look at it
branding	How f1 teams keep fans interested even if their results are not great.

**Placement 1:**

<b>Organisation</b>	Motorsport UK
<b>Department</b>	Marshall training course
<b>Date/s of placement activities</b>	
<b>Line Manager (Name)</b>	I have linked in a certificate on my website.
<b>Line Manager (Number)</b>	
<b>Line Manager (Email)</b>	
<b>Number of hours</b>	1

<b>Summary of activities completed during this placement/work experience</b>	This marshall certification is all about safely managing motorsport events and knowing what to do in case of emergencies. It focuses on flags, emergency scene management, first on scene scenarios, spectator management and uses an assessment to ensure people taking this course listen and won't miss something that could risk lives.
<b>Key individual personal achievements during the placement/work experience</b>	This allows me to officially marshall on any motorsport events i am able to volunteer at.

<b>What did I learn or gain from these activities?</b> Relate to knowledge & understanding of commercial sport; transferable skills and subject specific skills, management styles, etc	
Health and safety	Goes over emergency first aid and first on scene situations in detail, including a cpr lifesaving course.
Crowd management	Ensuring large crowds are kept in check to prevent any injuries that could be caused by an unruly crowd near speeding vehicles.
Effective communication	Communication in an emergency situation and methods to ensure messages are passed to the correct person.

**Placement 1:**

<b>Organisation</b>	goodwood
<b>Department</b>	Members meeting volunteer
<b>Date/s of placement activities</b>	17th-19th april
<b>Line Manager (Name)</b>	
<b>Line Manager (Number)</b>	
<b>Line Manager (Email)</b>	
<b>Number of hours</b>	12 and a half

<b>Summary of activities completed during this placement/work experience</b>	
<b>Key individual personal achievements during the placement/work experience</b>	

<b>What did I learn or gain from these activities?</b>	
Relate to knowledge & understanding of commercial sport; transferable skills and subject specific skills, management styles, etc	
Example: Managing a difficult situation and communicating effectively	I was responsible for calming down any member of the public who was unhappy with their seat allocation for a recent match at DCFC

**Placement 1:**

<b>Organisation</b>	goodwood
<b>Department</b>	Festival of speed
<b>Date/s of placement activities</b>	9th-12th july
<b>Line Manager (Name)</b>	
<b>Line Manager (Number)</b>	
<b>Line Manager (Email)</b>	
<b>Number of hours</b>	24

<b>Summary of activities completed during this placement/work experience</b>	
--	--

<b>Key individual personal achievements during the placement/work experience</b>	
--	--

<b>What did I learn or gain from these activities?</b> Relate to knowledge & understanding of commercial sport; transferable skills and subject specific skills, management styles, etc	
Example: Managing a difficult situation and communicating effectively	I was responsible for calming down any member of the public who was unhappy with their seat allocation for a recent match at DCFC