Randstad Media

**Howard Phillips**

**Sponsoring a Formula 1 team is much more than getting a logo on the car.**

Above all, the partnership offers a unique path to the top. The partnership is a way for us to communicate this mindset throughout our organisation, not just the start. The experts at Williams adore the Academy for another reason. “The Academy shows what Formula 1 can achieve,” says F1 legend Sir Jackie Stewart. “It is a way to communicate this mindset throughout our organisation, but mainly in the UK but all over the world.”

**The relationship began because of our mutual understanding of the future of engineering and IT.**

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**COMMERCIAL FEATURE**

Sponsoring a Formula 1 team is much more than getting a logo on the car.

External relations can have a real impact on the lives of the students enrolled. “Think at Williams we have recognised there is a massive recruitment opportunity. We have a unique situation in that we are supported by 250 students globally who are very excited about the Internships and placements available to them. And the good work extends for beyond the small circle of highly talented participants. Students globally will be inspired by the engineering in a new light, that reflects the high tech nature of the sport which is so advanced, stimulating and challenging. It is also very different from typical engineering courses or coding, for example.”

The problem is so severe the F1 teams and sponsors can run deep. In the case of Williams Martini Racing and Randstad it is why we get so excited about our initiative. “That isn’t helped by the fact that when you book someone to come and meet your engineering, they call and ask ‘What is the role?’ and ‘What will it be?’” says Randstad Media Ltd. 

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on Microsoft Excel.

W:\Sponsoring a Formula 1 team is much more than getting a logo on the car. W:\Randstad has been directly involved in the growing use of industrial 3D printing and has developed a specialism in the use of this technology to manufacture futuristic components. Being a major employer of highly skilled people, Randstad is aware of the importance of attracting and retaining talent in engineering and IT in the years to come. Furthermore, the fine tuning methodology used by the teams is a deadly advance of engineering technology. If we want to remain a world-leading HR services provider, Randstad must be involved in the development of the talent needed for the future. Randstad Williams Engineering Academy is designed to identify talented young engineers from around the world and provide them with advice, mentoring and guidance to secure a job in Formula 1 or the career path of their choice. The programme focuses on re-orienting through a web portal. Students must submit an admission application. And through the experience they are mentored and selected to join an engineering journey. Mr Symonds says he believes the experience can have a real impact on the lives of the students involved. “Think at Williams we have recognised there is a massive recruitment opportunity. We have a unique situation in that we are supported by 250 students globally who are very excited about the Internships and placements available to them. And the good work extends for beyond the small circle of highly talented participants. Students globally will be inspired by the engineering in a new light, that reflects the high tech nature of the sport which is so advanced, challenging and stimulating. 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