

**SONY**  
make.believe



## European Graduate Programme

[www.sony.eu/egp](http://www.sony.eu/egp)

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**egp** European Graduate Programme

# EGP Programme Structure



## **BUSINESS EXPERIENCE**

Over the two years, our graduates rotate on two assignments taking roles in Sales Strategy, Product Marketing, Communications, Business Development, Finance...



## **TRAINING MODULES**

Pan-European training modules are delivered by top management giving graduates a unique networking opportunity.



## **MENTORING**

Each graduate receives a mentor from the middle management Leadership Development Programme.



## **SOCIAL ENTREPRENEURSHIP**

Graduates collaborate in groups and apply their business skills making a real contribution to a social project.



## Business Experience

2 x 12 months assignments

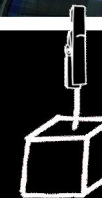
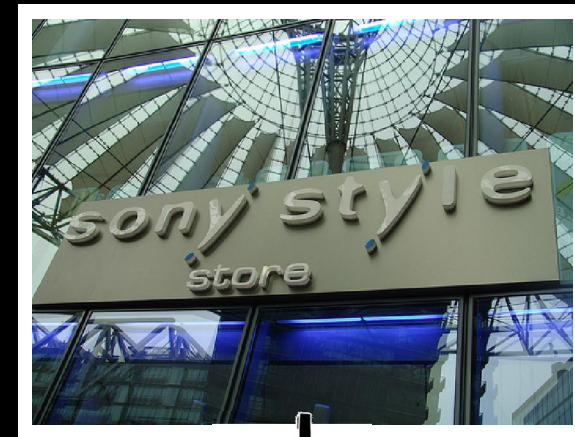
Graduates are expected to make a real contribution to the business!

Assignments in both European & local functions

Locations range from Lisbon to Istanbul!

A multitude of functions are available:

- Sales Strategy
- Product Marketing
- Communications
- Business Development
- Finance & Control





## Training Modules

Understand the Value Chain components  
of a global digital entertainment brand!

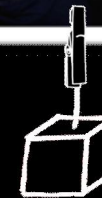
Trainings delivered by Top Management

Case Studies prepared in virtual teams

Graduates present results to Top Management

Feedback sessions with Top Management

Unique networking opportunity





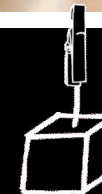
# Mentoring Programme

Individual Mentoring

Informal advice & Career coaching

Matching process for each eurograd

All Mentors are part of  
Leadership Development Programme





# Social Entrepreneurship

Eurograds collaborate in teams during the final year of the EGP to provide business expertise to social enterprises

Application of acquired business skills to income-generating projects

Presentation of social impact to Top Management

Project Example:  
Moving The Goalposts, Kilifi district, Kenya

“Create Business Plan to develop a social enterprise making affordable sanitary pads from locally available materials”

