

'THE APPRENTICE' Column

with candidate Joanne Sweeney-Burke



The Apprentice Week 8 **"Legendary Win on the Guinness Task"**

Wohoo! That's my initial reaction after task eight on The Apprentice. I'm back on a winning team and I've found my mojo again! Legendary Irish brand Guinness gave us the task of creating a new event concept to promote the local pub which is at the heart of

the local community.

I was moved over to Team Spirit along with Conor and we joined Maurice and Noel to organise our event in the South County Bar in Douglas, Cork. Pitched against Team Zest who had Eugene and Sandra on it, both of whom own pubs, we thought it was going to be an uphill battle to beat their experience.

But thankfully the creative juices were flowing and my idea of creating an event around characters in a local town who demonstrated the spirit of community finally developed into "Crown Your Local Legend."

I worked with the graphic designer to brand the theme and create all our publicity material and Guinness really like what we had created. Conor's vast experience in Christmas trees

and wreaths meant we had the right man on our team to manage decorating the pub which was also commended by the Guinness team.

Despite struggling to find our "legend" contestants, publican Tom O'Connor helped us out and managed to convince some locals to take part. All that was left was for me to take to the stage and MC the event. There wasn't much time to prepare and I was a bit worried that the Corkians wouldn't understand my best Downings accent, but alas they did and we had a great evening of craic!

Guinness loved the concept so much that they are in fact going to roll it out around the country and we are so excited to see yet another brand run with our idea. So if you need an MC for your Guinness "Local Legend" event then be sure to give me a call.

By now you can see the tension building and especially in the boardroom. Sandra, Chris and Brian found themselves on a losing team but also in the bottom three, fighting for survival. Bill decided that Brian "didn't shine" and that it was time for him to go. We were all surprised by that decision as we thought Brian had another few weeks in him.

But again we are reminded that the final decision rests with Bill and you just have to take the process one week at a time.

Our prize this week was a VIP trip to Dublin Zoo. And we actually got to feed elephants – which is never allowed. So we felt privileged. We also got to meet a snake, and as you saw, it wasn't one of my most uplifting moments. Pretty terrifying

really.

Next week we are tasked with creating a charity marketing campaign for Kellogg's in association with our Lady's Hospital for Sick Children in Crumlin. This episode pushes me to my limits, emotionally, in a number of ways and the strong Joanne finally begins to crack.

So you can't miss it! And next Tuesday, the 29th November, Media Box celebrates its third birthday which will have an Apprentice theme. So please come in and say hello any time from 9.30am-5.30pm.

Meanwhile there are only 7 candidates remaining in the race to become Bill Cullen's business partner and it's all to play for. So tune in next Monday night to TV3 at 10:00pm to catch Episode 9 of The Apprentice.

Join in THE APPRENTICE conversation with me on www.facebook.com/mediabox, follow our blog at www.mediabox.ie/blog or follow [@jsmediabox](https://twitter.com/jsmediabox) on Twitter.



How far will she go?

Tune in to TV3 every Monday night at 9:00pm

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