



EDUCATIONAL
TOURS

CAREER READINESS TOUR

London: Business & Career Exploration

8 DAYS // 10 WITH EXTENSION

See how industry and innovation intersect in one of the world's leading business hubs. This Career Readiness tour immerses students in real-world business practices through workshops at LSE Generate, exhibits at the Museum of Brands and Bank of England Museum, and more. Over eight days, students will gain valuable insights into branding, finance, entrepreneurship, and operations—essential knowledge for building a successful career in today's competitive economy.

WHAT'S INCLUDED



Experiential learning that builds career readiness skills



6 overnight stays in hotels with private bathrooms



Full-time Tour Director who's with you every step of the way



1 expert-led sightseeing tours in iconic destinations



All transportation, including round-trip flights



11 tickets to attractions and hands-on experiences



Daily breakfast and dinner featuring regional cuisine



The option for students to receive academic credit



eftours.com/

YOUR TOUR NUMBER





Take in this tour's highlights

London

Follow your Tour Director to some of the city's best sites. Snap a picture of Big Ben from the banks of the River Thames, check out the lively five-way intersection at Piccadilly Circus, and marvel at the Baroque domes and spires of St. Paul's Cathedral.

CAREER READINESS Take a tour of Chelsea Stadium to get an inside look at the business of football and what it takes to run one of the Premier League's top clubs. Dive into a case study that covers match day and non-match day operations, and learn about key business functions like merchandising, marketing, finance, and staffing.

Discover the fascinating history of branding, packaging, and advertising at the Museum of Brands. Featuring over 12,000 original items, this museum showcases the creative evolution of household products from the Victorian era to today. Gain insights into how branding has shaped consumer culture and how we've evolved with it.

Visit the medieval Tower of London, once used as a palace, prison, treasury, and armory. See the royal family's priceless Crown Jewels and coronation regalia, learn about Anne Boleyn's arrest and execution here, and discover the Yeoman Warders, who have guarded the Tower of London since 1485.

CAREER READINESS Uncover the secrets of successful brand storytelling and customer engagement on a guided walking tour of London's finest retail spaces. Explore luxury brands, British heritage labels, and flagship stores in the West End. Finish at the historic Fortnum & Mason to learn how brick-and-mortar shops continue to adapt in the age of online shopping.

CAREER READINESS Engage in interactive workshops at LSE Generate, the entrepreneurship hub of the London School of Economics and Political Science. See how entrepreneurship fosters problem solving, compassion, and sustainability in *Startups with Soul*, and learn about the Futureproof Formula—a toolkit for shaping meaningful careers—during *Design Your Career Like an Entrepreneur*. You'll also attend a panel with LSE alumni entrepreneurs, where you'll hear global perspectives on topics like innovation, ethical AI, sustainable fashion, and more.

Attend an evening theater performance to enjoy England's long history of stage productions.

CAREER READINESS Trace the evolution of one of the world's most influential financial institutions at the Bank of England Museum, from its 17th-century roots to its modern role in global finance.

Explore the Tate Modern, a world-renowned destination for modern and contemporary art.

\$ Groups have the option to extend their tour by two days

Head to Amsterdam, where you'll learn about the country's acclaimed tulip industry. Stroll along the city's iconic quays and enjoy a guided canal cruise.

