

# visible start

FOR IMMEDIATE RELEASE

## **Uninvisibility and Brixton Finishing School, in partnership with WPP, unveil the third cohort of Visible Start, creating jobs for midlife women in advertising and media**

The Uninvisibility Project, Brixton Finishing School and WPP are thrilled to announce the launch of the third Visible Start course, a transformative initiative aimed at preparing and training midlife women for new careers in advertising and media. The free, eight-week online programme has already proven successful, with 27 women securing full-time roles within WPP agencies after completing the course.

The Visible Start programme is designed to give more women over the age of 45 career opportunities in the advertising and media industries. Jane Evans, who co-founded Uninvisibility with Jacquie Duckworth, commented: "The Visible Start programme offers women, who are graduates of the best school – the school of life, the chance to retrain in high-demand areas and fill skills gaps that agencies are facing."

Ally Owen, Founder of Brixton Finishing School, underscores the importance of employment equity for all talent and expresses enthusiasm for the collaboration, adding: "Our award-winning expertise at transforming the confidence, competence, and employability of talent marginalised by age prejudice aligns perfectly with the Visible Start ethos," she remarks. "I founded Brixton Finishing School as a midlife woman, and I am determined to ensure other midlife women reach their potential."

Mark Read, CEO of WPP, said: "We're proud to support Visible Start and be able to give midlife women the opportunities to learn different skills, find a new role and build a career in our industry."

The Visible Start course combines expertise from Uninvisibility, Brixton Finishing School and WPP to provide a comprehensive and empowering experience for midlife women seeking new opportunities in the dynamic fields of advertising and media. By offering this free training, the partners hope to bridge the skills gap, foster diversity, and create lasting impact within the industry.

The course is hosted on a bespoke platform called the [Visible Society](#). The platform hosts a community of over 900 women who are designing the second half of their lives and using the platform to share their experience, support each other and access valuable training within a safe and supportive environment. The course is open to individuals with or without prior industry experience, and all types of experience are valued.

Registration is now open for women aged 45 and above. The course is scheduled to commence in early April and will span over 8 weeks. The Visible Start programme features flexible enrolment options and offers multiple session times to cater to the diverse schedules of participants. Whether juggling work commitments, family responsibilities, or personal engagements, this programme aims to accommodate the busy lifestyles of women in this age group. The course also offers participants the flexibility to catch up on missed sessions with recorded webinars. For more information about Visible Start, or to apply for the upcoming course, please visit [visiblestart.com](https://visiblestart.com)

### **About Uninvisibility**

The Uninvisibility Project, founded by Jane Evans and Jacquie Duckworth, is dedicated to creating a new narrative for midlife women. Since we launched in 2019, we have connected to activists, influencers, business leaders, and governments with a social media reach of 150m people. We have set up an advertising agency, written Invisible to Invaluable, a manifesto for midlife women and created Visible Start as our first initiative to provide real job opportunities for this generation of women with so much to offer! For more information visit <https://uninvisibility.com/>.

### **About Brixton Finishing School**

Brixton Finishing School, founded by Ally Owen, is a pioneering institution focused on transforming the confidence, competence, and employability of talent marginalized by age prejudice, with a commitment to employment equity.

### **About WPP**

WPP is the creative transformation company. We use the power of creativity to build better futures for our people, planet, clients and communities. For more information, visit [www.wpp.com](https://www.wpp.com).

[Testimonials from past students:](#)

“Visible Start has given me the confidence that my knowledge and experience is valuable, regardless of age and I am very thankful.”

“My confidence was really boosted, as I became aware of strengths and skills within myself that I could label and be proud of, for example, being detail focused, a problem solver and having a very flexible and curious approach to life/work.”

“The programme has been transformational in my personal/professional development, what a steep learning curve from being “invisible” to finding my voice in a safe place.”

ENDS

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For more information contact Jacquie Duckworth ([jacquie@uninvisibility.com](mailto:jacquie@uninvisibility.com)) and go to [VisibleStart.com](http://VisibleStart.com) to join the movement. Invisible to Invaluable - unleashing the power of midlife women can be bought via Amazon [here](#).