

Talent Acceleration Platform - TAP

Fostering innovation and social impact

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Work together with TAP

Talent Acceleration Platform (TAP) connects young professionals from disadvantaged regions in the MENA (Middle East and North Africa) region with global companies.

Through a 16-week program in partnership with Advise Academy, TAP students gain advanced skills in digital marketing, project management, and business development.

The TAP Program: How it works:

The TAP program is split into two phases:

- **First 8 Weeks:** Intensive training covering essential topics like SEO, SEA, social media marketing automation, Google Analytics 4, and more. Students also develop critical soft skills such as communication and teamwork.
- **Final 8 Weeks:** Students complete a remote internship with for example your company, applying their skills in real-world projects. This gives your business an affordable solution to support marketing efforts while giving students the opportunity and practical experience as the internship comes at no cost.

Why partner with TAP?

- **Social Responsibility:** By partnering with TAP, your company supports talent from disadvantaged regions, providing life-changing career opportunities for students who wouldn't otherwise have access to global internships.
- **Diversity and Innovation:** Diverse teams are proven to foster creativity and innovation. Hiring TAP students adds global perspectives to your team and enhances your company's approach to problem-solving.
- **Tailored Projects:** During their 8-week internship, TAP students work on projects designed to meet your company's specific needs, from building marketing plans to managing digital campaigns

What TAP students can bring to your business?

TAP students are trained to provide value in several key areas:

Expertise in Digital Marketing: Students, while still learning, can for example assist in running SEO campaigns, managing social media accounts, and analyzing data to help improve your company's online performance.

Cultural Insights: Coming from diverse backgrounds, TAP students offer new perspectives that can help your business engage more effectively with international markets.

Cost-Effective Talent: TAP offers skilled professionals remotely at competitive rates, allowing your business to access international talent without the overhead costs of hiring full-time in-house employees.

Practical Information

- **Program Duration:** 16 weeks (including 8 weeks of remote internship)
- **Cost:** No fees for participating companies

By offering internships to TAP students, your business can make a meaningful difference, empowering individuals and investing in both your company's growth and the next generation, creating a brighter future for all.

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96%

Recommends us



19+

Years of experience



4.000+

Certified participants