



Event Planning Internship (30 week)

Overview

The National Cherry Festival, Event Planning Internship provides knowledge and education on the process of event planning which includes operating a 5k race, Leapin' Leprechaun (LL5K) and an eight-day festival, National Cherry Festival (NCF). NCF Interns work on projects and in areas including but not limited to sales, marketing, operations, logistics, volunteer management, ticketing, and social media under the close supervision of the NCF staff. The NCF works with universities in order to meet their respective requirements for students looking to receive credit for their internship.

Expected Outcomes

The 30-week Event Planning Internship is structured in two parts relating to the two events (LL5k and NCF) that are held during this time. During the preparation and process of the organizing the LL5k, interns are expected to work as a team to observe, organize, operate, market, recruit volunteers, and debrief. Following the LL5k, while the interns will continue to work as a team, their roles will become more defined as we lead up to the National Cherry Festival. Below are the listed outcomes for the LL5k as a whole and the NCF by breakout role. All outcomes are completed under the close supervision of assigned NCF Staff. Please note that as we are a growing event organization we may have additional events for the inters to work on.

Leapin' Leprechaun 5k

At the conclusion on of the LL5k, ***with close supervision***, interns should be:

- Familiar with the process of developing a race: including course set up & management, venue set up and management, handling legalities such as permits that need to be obtained, and ensuring the safety of the runners.
- Able to analyze the effectiveness of media ideas
- Able to discuss event in several different mediums including community meetings, radio and TV appearances, through email or news articles
- Familiar with the runner sign up system. Able to add runners, query runners and pull databases for future use.
- Familiar with the process of recruiting and organizing volunteers



National Cherry Festival

At the conclusion of the NCF, **with close supervision**, interns should be able to:

All:

- Confidently answer questions related to the National Cherry Festival via phone, email, social media or in person
- Conduct ticket sales with excellent customer service
- Sign up volunteers based on their wants and abilities and event availability
- Work with a variety of populations (Age, persons with disabilities, etc.)
- Demonstrate teamwork by providing ideas, assisting other departments
- Present relevant topics at Staff Meetings
- Evaluate the Festival as whole through processes such as debrief meetings
- Serve as a liaison to different festival committees
- Be proficient in their specific area of internship
- Able to work on a variety of projects within event planning, including but not limited to sponsorship, finance, operations, volunteers, sales, and customer service
- Complete a variety of manual, get-your-hands-dirty tasks that lead to a one-of-a-kind experience

Operations:

- Successfully work with Event Directors to identify material, supplies and equipment for related tasks and events
- Plan an event layout, set up and tear-down, and overall production of the Festival Venues
- Understand the process of meeting with city officials to ensure that proper permits are obtained.
- Manage equipment inventory
- Work with onsite contractors to assist with correct festival set up
- Work with operations team on a daily basis during the festival
- Other items as defined by the student's internship requirement through their university

Ticketing/Retail:

- Manage box office during the Festival
- Manage day to day ticket sales leading up to and during the Festival
- Work with the Ticketing company to ensure that proper seating charts are used, and seats are accounted for correctly
- Work with entertainment company on ensuring proper reports are provided
- Work with entertainment company on distribution of artist comp tickets
- Oversee distribution of sponsor tickets



- Work with marketing team to ensure that all ticket prices, descriptions, approved photos etc. are being correctly displayed
- Work with event committees to ensure that tickets on sale options meet their needs
- Coordinate email campaigns for various departments
- Effectively analyze the results of social media and email campaigns; be able to make decisions based analyzed results
- Harvest relevant Return On Investment (ROI) information from various sources and distribute it to the Sponsorship Team
- Effectively and professionally respond to reviews and comments on social media sites
- Able to create relevant and appropriate content on website when needed
- Assist staff and other interns when needed and available
- Other items as defined by the student's internship requirement through their university

Social Media/Sponsorship

- Edit, proof, and revise agreements, documents, and proposals.
- Assist with executing sponsorship deliverables
- Assist with content creation and scheduling
- Review marketing and social media trends
- Assist with answering comments and messages on social channels

Commitment

This internship requires a full time commitment from the student. Expected work week hours are 40 hours a week. In addition, the Festival requests that interns attend various after hour meetings related to the preparation of the National Cherry Festival. During the National Cherry Festival week, Interns are expected to be on hand and engrossed in their area of the festival. This internship runs for 30 weeks and employment is not guaranteed upon completion.



Additional information

- This is an unpaid internship. However, the festival does provide opportunities for college credit and an all-access pass to the Festival Events. Additionally, interns will be provided with a **stipend of \$3,000 per 15-week block**. Housing is not included.
- Each intern is closely supervised by a member of the staff and will report to a specific staff member

Qualifications

- Currently enrolled in an accredited college or university
 - Strong project management or organizational skills
 - Highly detail oriented, and ability to effectively manage multiple projects simultaneously
 - Proficiency in Microsoft Office software
 - Ability to effectively communicate information and ideas in written and verbal format, and build and maintain relationships
 - Positive attitude, enthusiasm, and team spirit
 - Experience in coordinating events or other programs is a plus
 - Ability to lift 50 pounds
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