

Event Planning Internship (15 week/30 week)

Overview

The Festival Foundation, Event Planning Internship provides knowledge and education on the process of event planning in several events including a 5k race, Leapin' Leprechaun (LL5K), an eight-day festival, National Cherry Festival (NCF) and the Iceman Cometh Challenge (the largest one day point to point Mountain Bike race in the US). 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 Festival Foundation staff. The Festival Foundation 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 that is held **January through August** is structured in two parts relating to the two events (LL5k and NCF) that are held during this time The 30-week Event Planning Internship that is held **May through November** encompassed the National Cherry Festival and the Iceman Cometh Challenge. The 15-Week Event Planning Interns will focus mainly on the National Cherry Festival event in their defined roles.

Below are the listed outcomes for all Festival Foundation events. All outcomes are completed under the close supervision of assigned Festival Foundation Staff.

Festival Foundation Intern Outcomes

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

All:

- Confidently answer questions related to Festival Foundation events via phone, email, social media or in person
- Conduct ticket sales or assist with registrations signup 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 Foundation events 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

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- Complete a variety of manual, get-your-hands-dirty tasks that lead to a one-of-a-kind experience

Retail (Ticketing, Registrations, Web, Merchandise) and Administrative:

- Assist with box office and administrative needs during the festival and/or assist with registration for the Iceman Cometh Challenge and Festival of Races
- 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 decision 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

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

Volunteers:

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- Recruit Ambassadors (volunteers) through various mediums including but not limited to email, online, in person
- Effectively work with Community Share and Volunteer Teams event director to ensure needed team positions are covered
- Effectively work with Event Directors to establish appropriate Ambassador coverage at individual events
- Work with volunteer committee to ensure that volunteer needs and communications are met
- Communicate with Ambassadors on upcoming volunteer opportunities
- Organize up to two Ambassador events such as the volunteer kick-off party
- Confidently assist Ambassadors with questions during festival week
- Assist staff and other interns when needed and available
- Other items as defined by the student's internship requirement through their university

Marketing/Sponsorship

- Weigh in on market trends, for social and traditional media
- Create content to be distributed across multiple social media platforms
- Effectively and professionally respond to reviews and comments on social media sites
- Review sponsor proposals
- Manage multiple sponsor deliverables
- Coordinate the completion of media and marketing deliverables
- Successfully manage a TV set, and assist with completion of traditional media interviews
- Confidently walk through an event centered marketing plan, with its always changing parts
- Organize media partners to ensure proper promotion for both parties

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 classified as 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 and an allowance toward Festival Foundation secured housing for the intern.**

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- Each intern is closely supervised by a member of the staff and will report to a specific staff member

Qualifications

- 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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