

# **Work Experience Internship Roles**

## **1. Business Development Marketing Assistant**

- Sponsor research, list source identification
- Updating the sponsorship databases
- Market research – calling potential sponsors to assess likely interest and update our records
- Preparing targeted direct mail for sponsors.
- Assist with preparation of sponsorship proposals.
- Sponsor contract administration and general business development admin. duties.
- Assist with corporate marketing strategy and implementation
- Attend meetings with prospective clients to present services.
- Assist with networking with senior and large potential suppliers.
- Research into sponsorship packages offered by competitors.

## **2. Programme Content Research Assistant**

- Helping with the monitoring of all the relevant HR (and other sector) press and on-line output regarding new conference themes, key topics and competing events.
- Maintaining an awareness of the activities and strategies of HR (and other sector's) key suppliers.
- Conducting thorough, analytical, and rapid research to determine the viability and suitability of a conference theme.
- Assisting with the assessment of the type(s) of delegate likely to attend each conference.
- Assisting with selection and invitation of a variety of attractive and relevant speakers.
- Helping to identify approach and secure sponsorship from a small number of key and relevant suppliers for each conference.
- Assisting with the writing of clear, accurate and informative copy for conference brochure content.

### **3. Delegate Marketing Assistant**

- Assist with managing company delegate databases ensuring data is appropriately imported/exported, indexed, cleaned, deduped etc.
- Organise email campaigns, identify suitable delegate databases, ensure they are accurate, draft mailing materials, despatch and follow up.
- Draft copy for direct-mail postal marketing materials and manage their production, liaising with suppliers such as printers, mailing houses and designers.
- Where appropriate, help with brochure design, web design and graphic design.
- Research, draft and send press releases to relevant media to promote conferences.
- Follow up telephone calls to selected key journalists and publications.
- Attend Symposium organised conferences and assist with these in any way required.
- Undertake other marketing related administrative activities as may be required, for example, opening post from delegates, processing returned mailings, and up-dating the database and processing delegate bookings are required..

### **4. Sponsorship & Event Marketing Assistant**

- Marketing Activities to prospective Sponsors and Clients
- Write and research all prospective sponsors emails
- Design sponsorship emails
- Prepare data for sponsorship emails
- Send sponsorship emails
- Assist with Symposium Live marketing strategy and implementation
- Help to identify the types of organisations interested in holding their own conferences.
- Help to design new business and marketing brochures and email campaigns.
- Assist with corporate client written proposals
- Assist with event tender tracking & monitoring & response
- Prepare Symposium Live Marketing emails
- Update Symposium Live website
- Assist with the creation and management of marketing partnerships with third party organisations able to contribute to the marketing, content and production of conferences.
- Attend Symposium organised conferences and assist with these in any way required.

## **5. Logistics & Administration Assistant**

- Venues – Researching suitable venues and managing all venue related logistical issues, including availability dates, venue contracts, catering arrangements.
- Speakers – Managing all speakers' logistical issues, including timings, travel arrangements, AV requirements etc. – sending out speaking information packs.
- Sponsors – Confirming and delivering all sponsors' logistical and contractual issues, including getting their logos, exhibition stand arrangements, get-in and travel details, advertising and documentation issues. Working with Conference Producers who have overall responsibility for ensuring that contracts with sponsors are delivered.
- AV and On-Site Technical Logistics – Booking and managing AV suppliers, chasing and managing all PowerPoint and other presentations.
- On-Site Logistics – Managing the production of a conference on the day, liaising with the venue, ensuring that the logistics of the event run smoothly.
- Conference Documentation – Preparing and managing the production of complex documentation files given to each delegate attending an event.
- Taking and processing most delegate telephone bookings
- Taking and fielding in-coming calls to the office
- Responsibility for all office administrative duties. Managing stationary orders, office contractors, maintenance and other office services.