



## **2018 SUMMER INTERNSHIP**

We are looking for a team of 10-12 interns that will aide in various roles of our seven automotive events held at the Carlisle Fairgrounds. You can expect this internship to be a hands-on learning experience that will position you in the execution of nationally recognized events that attract tens of thousands of attendees per event and a season attendance like that of an NFL home schedule. That being said, this is not a typical internship where you sit at a desk all day.

Interns can take this internship for credit hours. Two interns will be chosen as “leaders” based upon interviews and availability, therefore earning monetary compensation. Assignments are predominately during event weeks and weekend work (during events) is required. Interns must be willing to work odd hours, which may be late or early on event weekends.

**ROLES:** As a company, we recognize the value of fresh perspectives that interns offer. For 2018, we’ve created a program to put those perspectives and ideas in motion and to give you the “real world job experience” that you crave. The team of interns, with the guidance of a mentor, will work together to fulfill a project at the end of the internship. This project will include the creation of a concept, planning, marketing and execution of it at one of our events. Along with the project, intern roles will include, but are not limited to:

- Participating in market research by organizing, administrating and interpreting data from millennial-aged focus groups at our automotive events.
- Customer service positions such as interacting with event participants to corporate clients at connection points of events and event activities.
- Administration of event activities and operations; which may include coordination and registration functions of participants and business clients.
- Marketing of our events, such as taking videos and photos, writing for both print and media, creating content for our social media platforms, and editing footage.
- Project Management such as responsibilities ranging from concept to execution of event activities, programs, contests, giveaways, seminars and entertainment.
- Data gathering of customer surveys and contest management.
- Event set-up/tear-down including preparing events for activities with supplies and rotating events and activities.

**REQUIREMENTS:** Preferred intern candidates would be in a business, communication, hospitality or sports major, with career interests in marketing, public relations, journalism, event planning, entertainment or venue management.

**Internship Start & End Dates:** mid-May to mid-August (Flexible depending on intern availability)

If interested, please submit your resume to [Sabrina Smith, Event Marketing Coordinator, at SabrinaS@CarlisleEvents.com](mailto:SabrinaS@CarlisleEvents.com).