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## Preface

Currently I'm completing a Bachelor's degree in Communication at the INHolland School of Communications in the Netherlands. I'm in my 3rd year and therefore I have to conduct a 5 month internship. The reason I choose to do my internship abroad is because I wanted to benefit from the experience. After following 3 internships in the Netherlands during my previous education, I wanted a new challenge. I wanted to do my internship abroad to experience the international business world and to learning, improve and develop new sets of skills. One of my main goals is to improve my English. Another goal is that I'm planning to study abroad and follow a Masters program. This is why I choose to follow my internship abroad; to learn and develop new sets of skills and to experience working abroad.

The reason I choose Canada for my internship is because my uncle is living in Toronto well over 20 years. It seemed convenient for me knowing that one of my relatives is nearby, someone who can help me and show me the way in Canada while doing my internship abroad.

In this internship report I will describe my experiences during my internship period. The internship report contains an overview of the internship company and the activities, tasks and projects that I have worked on during my internship. Writing this report, I also will describe and reflect my learning objects and personal goals that I have set during my internship period.

For this opportunity, I thank:

**Deborah Lewis**, who is the CEO of CityEvents and my job coach. I want to thank her for giving me the opportunity to follow my internship at her company. She had the kindness to accept me in her company and guide me through my internship with advice, feedback and tips despite her busy schedule.

**Melissa Duchak**, who is my schools internship coach. She helped and coached me during my internship by giving me feedback and tips on how to handle and approach situations. She had always time to answer all my questions concerning my internship.

**Michelle Le**, who is working for Wish Canada, a company that arranges internships in Canada. I want to thank her for helping me with the process of finding me a suitable internship in Canada.

**Abdi Mohamed**, who is my uncle and who has provided me with an accommodation for my internship. I wanted to thank him for letting me live with him and helping me during my stay in Toronto.

Also I appreciated all the interns I worked with and spent good moments with during my internship. I want to thank **Lisa Perruzza, Gladis Trejo, Davy Duong, Jessica Kim, Kristen Lomax, Jessica Loach, Alexandra Peterseren** and **Lisa Le**.

Besides my internship, I really enjoyed my stay in Toronto, Canada. It is a great experience and I want to thank everybody for it.

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# 1. INTRODUCTION

## 1.1 INTERNSHIP OBJECTIVES

The reason I choose to follow an abroad internship is because I wanted to benefit from the experience. I wanted a new challenge and to learn, improve and develop new sets of skills. During my internship 2 major competencies are central:

Working as a *Project executor*, performing duties and activities and analysing them from different perspectives. And working as a *Budget planner*, where I have to be able to prepare a realistic and correct (project) budget. These are the 2 major competencies that I have to conduct and focus on during my internship. Also I have to choose at least 1 minor competency that needs to be executed and developed during my internship. And finally I have to set up personal targets to develop and improve my skills.

The 2 competencies, which are addressed during the internship, are the following; I formulated them using SMART:

### 1.1.1 1<sup>st</sup> MAJOR COMPETENCY

#### Project executor:

*During my 5 month of internship, I want to actively contribute to the company's objectives by applying the knowledge I obtained during my education such as the important aspects of communication including marketing communication, advertising, PR, media, written communication, information, organisation and management.*

The following competencies that I have chosen therefore are;

#### Major competency

##### Strategist

*As a Strategist, I want to come up with plans; new ideas and strategies on how to improve the company's position in the market.*

##### Researcher

*As a Researcher, I want to research and come up with ideas on how to improve the company's position in the market.*

#### Minor competency

##### Project Organiser

*As a Project Organiser, I wanted to assist the company with the marketing, promotions and the planning of the events.*

### **1.1.2 2nd MAJOR COMPETENCY:**

Budget holder / planner:

*During my 5 months of internship, I want to prepare and assist with the preparation of a correct and a realistic budget of an event organised by the company CityEvents.*

### **1.1.3 PERSONAL DEVELOPMENT TARGETS:**

*During my 5 month internship, I want to improve my English language by working along with my colleagues and communicating with the clients of the internship company. I also want to practice and improve the different skills I developed during my education such as:*

- *Observing and researching different subjects*
- *Preparing Marketing communication plans*
- *Researching media and target groups*
- *Planning and organizing communication activities*
- *Developing media and communication strategies*

## **1.2 EXPECTATIONS**

Before my internship began my expectation where high, because it involved an abroad internship. I already followed several internships in Holland and already knew what to expect from an internship in general. But this is an internship abroad in a different country and different continent, with different language and different culture.

Before my internship began, I spoke with Deborah and Michelle and they described what kind an internship it is going to be. The company is named CityEvents and they specialise in marketing, researching, planning and promoting special events. It's an event planning company that is considered to be one of the best in Toronto. The description of my work, activities and assignments exist from; observing and researching, developing new ideas and strategies, updating contents, assisting with events and planning and executing the social media strategy and blog developments. Also I did my own research by going through the company's website to get an impression and understanding what kind of company it was.

With the knowledge I obtained, I knew I could learn much and I knew I could achieve my learning objectives. I wanted to follow an internship where I could work in the marketing & communication field, because I always had an interest in that area. The process of observing, researching and planning has always interested me. That is why I choose to follow the minor the advertising, Brand & Design in my 3<sup>rd</sup> year.

I wanted to learn and specialize in how to attract attention by promoting brands, products and services through media. The work also interconnects with other course programs that I followed and also found interesting such as, *Strategist, Project organiser* and *Researcher*.

That is why I choose this internship company. It is suitable and I knew could achieve my learning goals.

### **1.3 INTRODUCTION TO THE COMPANY**

On my first day I was surprised when I was brought to the internship company. It was a house with a small garden with an office. I remember a girl opening the door wearing pink slippers. I honestly thought she was living in the house. At the beginning I definitely had to get used to the idea of working in a house, with all the small spaces and the house environment. But after a while I got used to it and felt comfortable.

The colleagues that I have worked with were very nice and helpful. CityEvents staff mostly exists of interns. The interns are from different studies and have different specialties. Some of them are also international students like me. This is very useful because this way you can learn and share the knowledge with each other.

The tasks and project that I was assigned to were very interesting. At the beginning, I noticed that the work and communication was done very fast. I also noticed the different communications tools they were working with such as Facebook, Twitter and LinkedIn. This was a great opportunity for me to learn because I had little knowledge of these communication tools.

Overall my introduction with my company went really well. The work fits my education and I felt I could learn a lot. I felt really accepted in the company.

## 2. ORGANISATION

### 2.1 INTERNSHIP ORGANISATION

*CityEvents is a boutique management company that specializes in strategically planning, promoting and managing special events. Demonstrating tact in matching the objectives of the clients with imaginative initiatives, CityEvents will engage the audience within any parameters.*

*Divided into focused departments, CityEvents can service clients with specific needs by providing strategic approaches for engaging the audience to positively impact the business. The marketing experience coupled with communication and management skills, allows to show how creative events can leverage change and propel the clients organization.*

*Established in 2006, CityEvents has created unique experience for a number of clients from industries including corporate, non-for-profit, government and private sectors.*

*Source: <http://www.torontoCityEvents.ca>*

#### 2.1.1 CULTURE, IDENTITY AND IMAGE

##### Culture

CityEvents culture is shared by the members of the company and it is based on the mission statement, long term vision and business goals of the company.

##### Mission statement:

*Creating branded experiences in every aspect of the event, providing unique and customized services from venue selection, decor and onsite execution to promotion, marketing and online social media optimization.*

##### Goals:

- *Planning and creating a rewarding events and utilizing imaginative ideas to create dynamic experiences.*
- *Helping companies build their brand and connect with their customers to strengthen relationships*
- *Ensuring that the clients expectations are exceeded in the flawless staging of the event, taking care of all the details so that the clients can have peace of mind.*

##### CityEvents characteristics:

To achieve results, CityEvents implements characteristics of the company cultures in the workplace. Here are some characteristics of CityEvents culture:

- *Employee commitment*
- *Fully empowered employees*
- *High integrity workplace*
- *Strong trust relationships*
- *Effective systems and processes*
- *Customer focused*
- *Effective communications*
- *Recruiting and retaining good employees*
- *High degree of adaptability*
- *Commitment to learning and skill development*

## Identity

CityEvents is an efficient, full service, marketing and promotion event planning company.

## Values

CityEvents operates under the values of honesty and integrity.

*Source: <http://www.torontoCityEvents.ca>  
CityEvents manual: CityEvents training*

## Image

The image of Deb Lewis and her company CityEvents is based on testimonials given by her clients who have worked with her.

*"We were thrilled to have Deb Lewis as a member of our Executive Committee for Operation IV and V, as her wealth of knowledge regarding how to create a successful event was instrumental in our planning. She was key at driving sales both personally and through the use of the CityEvents website. We greatly benefited both from the high-traffic of the website and Deb's own social contacts."*

**Sarah Jarvis, Special Events Manager, Canadian Opera Company**

*"Thank you very much for managing the reception at the 5th Rolling Rampage at Queens Park. Food and Services provided under your leadership were excellent. Our team was totally satisfied with CityEvents and intend to use them again for future events."*

**Vim Kochhar, Chair, Canadian Foundation of Physically Disabled**

*"I have had the pleasure of working with Deborah over the past 8 years in a wide variety of situations, including the Board of Trade, I.E Canada, the British Chamber of Trade and Commerce. In all these occasions she has proved herself versatile, creative, hard working, totally committed to the project, with a very positive attitude. I would highly recommend her to potential clients."*

**Norman Morris, Director, Strategic Alliances, Canadian Business Magazine.**

*"Deb organized a gala Christmas lunch for the British Canadian Chamber of Trade. Everything went flawlessly and our 350 guests were very happy with the event. Deb led our team of volunteers, negotiated with the hotel and all the suppliers, while demonstrating an outstanding level of knowledge and skill. I would have no hesitation recommending Deb and plan to hire her again when the opportunity arises."*

**David Kingsland P. Eng, President at The Newland Group, President at British Canadian Chamber of Trade & Commerce**

*"Deborah is a real professional. She worked for me at the Toronto Board of Trade and organized the most successful Annual Dinners ever held by the Board. With 2000 guests in attendance, Deborah always handled the details with ease. And she handled smaller events with equal ease. In fact, regardless of the size and scope of the event, Deborah's creativity, attention to detail and calm nature are hallmarks of her work. Because of her solid experience and reliability, I've also hired her company—CityEvents—for other projects."*

**John Ecker, Director, Public Affairs & Community Engagement at Echo: Improving Women's Health in Ontario**

*Source: <http://deblewis.ca>*

## 2.1.2 PRODUCT AND MARKET SITUATION

### Product service

CityEvents signature events include government and political functions, themed networking events, high-profile fundraising occasions, corporate meetings, holiday parties and product promotions. Some of CityEvents areas of expertise include:

- Government and Political Events
- fundraising occasions, corporate meetings, holiday parties
- Networking Events and product promotions
- Sporting Events, Golf Tournaments and Ski Days
- Community Building & Social Integration
- Venue and Service Marketing and Promotion

*Source: <http://www.torontoCityEvents.ca>*

### MARKET SITUATION

CityEvents can be placed in the corporate market. The target group demands high expectations in terms of quality and creativity of an event, as well as good execution in terms of logistics and operations.

The markets that CityEvents is targeting are sectors in:

- Governments
- Hospitalities
- Communities
- Business

*Source: <http://www.torontoCityEvents.ca>*

## 2.1.3 TARGET GROUP

Here are some of the characteristics of CityEvents target group:

### Professionals

- *Age 28-40*
- *Motivated and live outside the box*
- *60,000-150,000*
- *Achieved post secondary education or higher with accreditation*
- *Live in Toronto*
- *Interested in locating new things in the city*
- *Like social environments where they have the chance to meet new people*
- *Always looking for new ways to approach the old and typical*
- *Like to have fun, however are focused on getting the job done*
- *Active*
- *Work hard and towards climbing the corporate ladder*
- *Aspire to achieve the highest possible goal in current task*

### Aspiring professionals

- Age 28-35
- Looking for avenues to become involved in the corporate world
- Search for social gatherings where they can meet new people to build contacts
- Live in the city
- 24,000-40,000
- Post secondary education either college or university
- Current employment is not preferred job
- Searching for stability
- Like to have fun, however are focused on establishing their career
- Active
- Are not intimidated to reach out and meet new people and learn new things
- Does a lot of research on the internet and is savvy with locating new sites, and web avenues
- Motivated and interested in climbing the corporate ladder

### Philanthropist

- Age 30-45
- Interested in finding new mediums to help advance their communities
- Interested in creative approaches and new ways to engage their communities
- University education or higher
- Active in urban Toronto cities
- Want to add value
- Incredibly active in community and want to introduce new initiatives
- Looking for experienced coordinator to help organize creative community initiatives, and help provide new ideas
- Earn between 50,000-150,000
- Post secondary education higher with some type of accreditation from their institution
- Entertain incredibly tight schedules
- Often have no time to be spontaneous
- Detailed and like to plan, but have no time to do so
- Involved in their community
- Spend considerable amount of time on the internet searching and learning about things happening in the community
- Involved in corporate activities both in and outside the office
- Toronto urbanite
- Try to maintain a balance between their social, work and family lives
- Looking for a planner to help them organize activities and events they want to host but have no time to organize

Source: CityEvents manual: CityEvents

## 2.1.4 SWOT ANALYSIS

The following SWOT analysis highlights CityEvents strengths, weaknesses, opportunities and threats.

<p style="text-align: center;"><b>SWOT ANALYSIS</b></p> 	<p><b>S</b> <u>Strength:</u></p> <ul style="list-style-type: none"> <li>• Event planning expertise</li> <li>• Offer Unique and customized services</li> <li>• Creating branded experiences</li> <li>• Experts at generating buzz around events in Toronto</li> </ul>	<p><b>W</b> <u>Weakness</u></p> <ul style="list-style-type: none"> <li>• Small budget</li> <li>• Lack of media presence during events</li> </ul>
	<p><b>O</b> <u>Opportunities:</u></p> <ul style="list-style-type: none"> <li>• Event planning is popular and there is need for efficient event planning services</li> </ul>	<p><b>T</b> <u>Threats:</u></p> <ul style="list-style-type: none"> <li>• There is a variety of competitive event planning companies that target the same market</li> </ul>

## 2.1.5 COMPETITION ANALYSIS

Here is an analysis of some of CityEvents competitors in the event planning market of Toronto. These competitors have all similar offers, services, strategies and objectives.

### **EVENT BY PARRIS**

*A full service event planning and management company that does much more than create exceptional events.*

<http://www.eventsbyparris.com>

### **MINT EVENTS**

*Canadas first-ever boutique entertainment service. Specializing in event consolation, planning and production.*

<http://www.mintevents.ca>

**ABSOLUTE CONFERENCES & EVENTS INC.**

*Spectacular events. Meeting planning. Site selection. Highly organized, imaginative, personable experts will enhance your organization's image..*

<http://www.absoluteevents.com/home.html>

**EDEN PLANNING INC. - EDEN EVENTS**

*Excellent service and the utmost in creativity. Customize your events with innovative venues, dynamic entertainment and imaginative themes. Our goal is to deliver a unique experience that will entertain and inspire your guests!*

<http://www.edenplanning.com>

**EVENT2EVENT**

*We specialize in event design and planning events from concept to delivery, tailoring the success of the format to suit the clients' requirements. Services include venue, live entertainment, themed decor, audiovisual production, prop rentals and more.*

<http://www.event2event.com>

**LOFT COMMUNICATIONS & EVENTS INC.**

*LOFT is the total internal communications agency that delivers "next level" events and campaigns that positively impact people, business and organizations. Total strategy, creative and production from LOFT - communications and events that mean business.*

<http://www.loftcommunications.com/>

**KRISTA SLACK + AYLETT INC.**

*A leading event marketing company creating customized experiences for a broad range of industries, KS+A provides integrated tailored services including event strategy, design and production, marketing communications and multimedia production.*

<http://www.kristaslack.com>

**JGARDNER ENTERTAINMENT AND EVENT MANAGEMENT INC.**

*We create memorable events - corporate parties, conferences, charity events, personal parties and more. Whether you are looking for an event planner, themed decor or entertainment, our team will supply personalized service to exceed your expectations.*

<http://www.jgardnerevents.com>

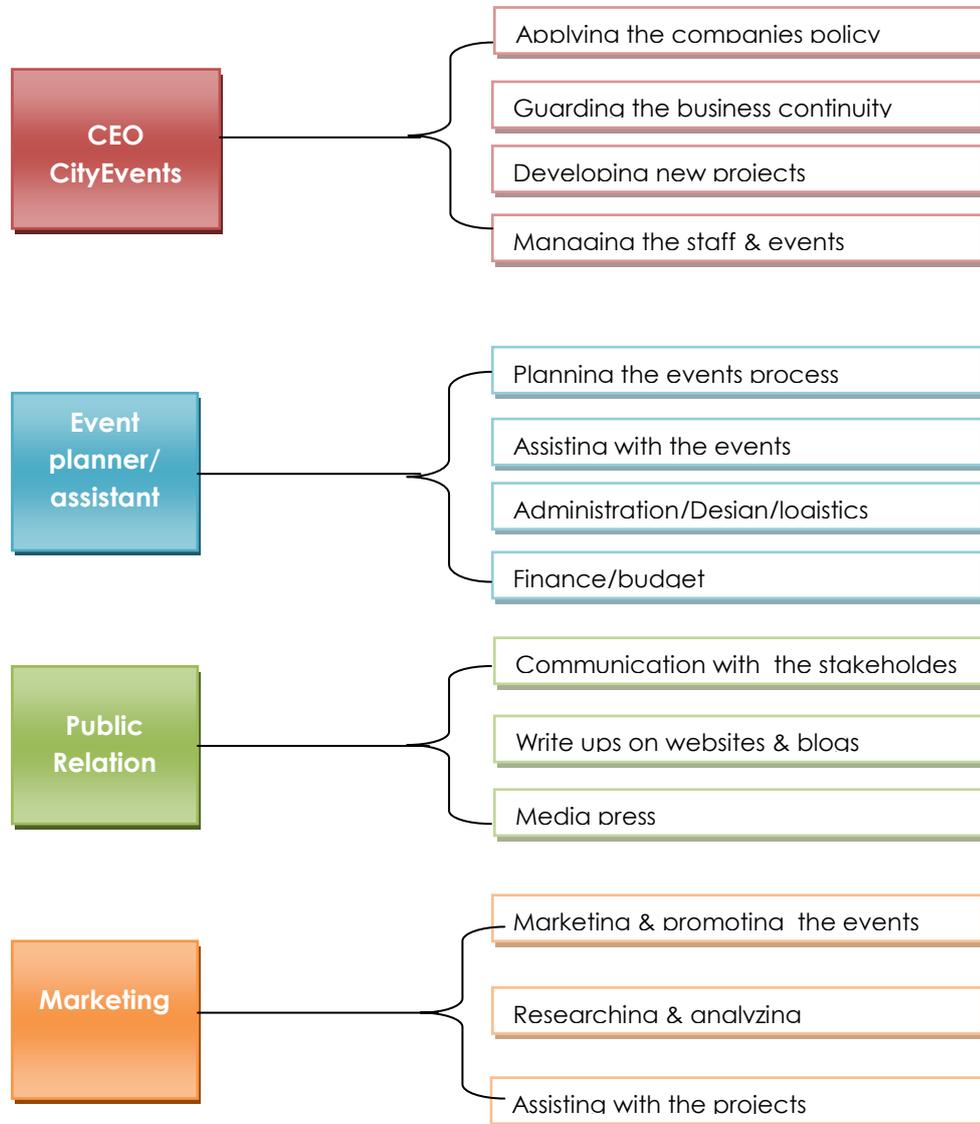
**HELLER PRODUCTIONS INC**

*As experts in event development and management, we specialize in corporate events, conference management, incentive travel, fundraising galas and golf tournaments. Our mission is to meet and exceed all your expectations and corporate objectives.*

<http://www.hellerproductionsinc.com>

### 2.1.6 ORGANISATIONAL STRUCTURE

CityEvents is founded by Deborah Lewis, the Chief Experience Officer of CityEvents. The company mostly runs on interns. The tasks and activities of the staff are the described below:

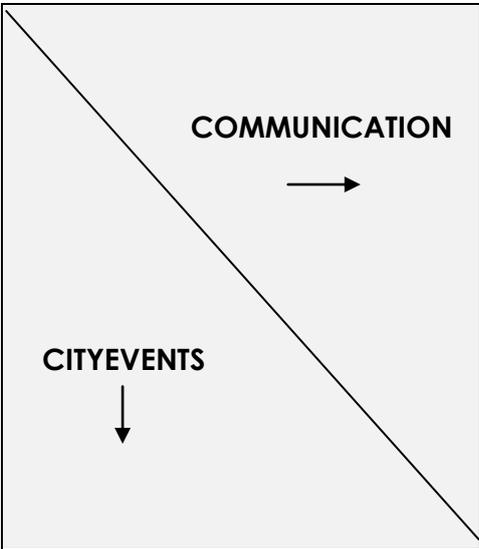


CityEvents is a small company that has a simple structure. The company mostly runs on interns. CityEvents interns come from different educational background, mostly Event planning, PR or Marketing education. The interns are from university or following College program. Some of them have a university degree and are interning at CityEvents for the work experience.

Each intern is assigned to tasks and projects that relate to their educational background. It also occurs that interns are getting and working in tasks and projects that do not relate to their education. This is quite beneficial, because their getting experience in different work fields. The interns are getting most of the experience in event planning and how the process occurs.

## 2.1.7 INTERNAL AND EXTERNAL COMMUNICATION

The following communication matrix sheet highlights CityEvents internal and external communication with the staff and the target group.

	Team progress Updates	Monthly Project Status Summary	Weekly Project Status Updates	Project Core team Meetings	All-Hands Meeting	Updates to Project team	Updates to organisations	Social Media	Email	Client Meetings	TELEPHONE	Mobile	Fax
<b>INTERNAL:</b>													
DEB LEWIS	X	X	X	X	X	X							
<u>CITYEVENTS STAFF:</u>	X	X	X	X	X	X							
- Event planner/assistent	X	X	X	X	X	X							
- PR coördinator	X	X	X	X	X	X							
- Marketing coordinator	X	X	X	X	X	X							
<b>EXTERNAL:</b>													
- Governments						X	X	X	X	X	X	X	X
- Hospitalities						X	X	X	X	X	X	X	X
- Communities						X	X	X	X	X	X	X	X
- Business						X	X	X	X	X	X	X	X

## 2.1.8 ORGANISATIONAL VIEW

CityEvents can be based on a couple of mindsets and views of key players in the trade and organisation history. One of them is Henry Fayol General Management Theory. Fayol had a general theory on how an organisation should be managed, he distinguished six control areas:

1. Managing
  - a. Control/check
  - b. Coordinate
  - c. Commanding
  - d. Organizing
  - e. Planning

2. Bookkeeping
3. Self-protection (security)
4. Finance
5. Commerce
6. Technical

*Book: Organization and Management,  
Chapter hfst.1; page.20;  
Author: Nick van Dam & Jos Marcus.*

CityEvents working process is based on these six control areas and are daily implemented during the event planning process.

Other mindsets and views that CityEvents can be based on is the one of Mintzberg. Mintzberg describes that an organizational structuring and strategic planning company must have a clear structure and must be guided by a long term vision.

Another is the one of Tom Peters and his business management principles where a company has to have:

- Simple structure
- Central and decentralized leadership
- Do what they do best
- Driven by values and beliefs
- Action orientation
- Maintaining relationships with customers
- Creation of autonomy and entrepreneurship
- Employees are important assets of the organization

*Book: Organization and Management,  
Chapter hfst.1; page.25;  
Author: Nick van Dam & Jos Marcus.*

My vision of the company is that CityEvents is an entrepreneurial organisation. The structure and the work process within the company are simple and clear. CityEvents is a small company and it has a simple structure. This is mainly because CityEvents has one founder not a lot employees.

The structure of CityEvents is based on direct supervision. This is because CityEvents is a small organisation.

Coordination mechanisms have as much to do with communication as with coordination. Henry Fayol General Management Theory explains the fundamental ways in which organisations coordinate their work, as for Mintzberg and Tom Peters.

## 3. TASKS, PROJECTS AND ACTIVITIES

### 3.1 DAILY TASKS AND ACTIVITIES

During my internship at CityEvents, I have worked on multiple tasks, projects and activities. CityEvents projects and activities can be divided into daily tasks that involve office work, and the on-site activities that have to be conducted at the actual events.

#### Daily tasks and activities (routine)

- Searching and adding contacts to Google database
- Updating the websites
- Contacting potential sponsorship partners
- Organising/editing event schedules and documents
- Mailing letters to clients
- Researching upcoming events
- Marketing and promoting events
- Writing and posting about events
- Maintaining budgets of events

The tasks and projects that I have worked on during my internship can be divided into the following 5 work areas:



### 3.1.1 EVENT PLANNING

CityEvents is an event planning company, that is why this area is the most important one. Most of the focus and attention goes into here. Planning an event can take up to weeks or months. I mostly worked on the planning process of the FastLane events. A event where young urban professionals meet and network, discuss trends, trade tips and make beneficial contacts with other professionals in various industries. CityEvents uses critical paths for scheduling event project activities to plan the FastLane events. The event project activities are divided into the following:

- Administration
- Marketing and Promotion
- Design
- Logistics
- Risk Management/Health and Safety
- Food and Beverage

In my internship report I will describe the FastLane event project activities that I was involved in.

#### Adminstration

- Searching and adding contacts to Google docs
- Updating the websites
- Contacting potential sponsorship partners
- Organizing and updating documents and schedules
- Mailing letters to clients

#### Searching and adding contacts to Google docs

Adding contacts to Google docs is important. Meeting new people and networking is part of the everyday activity when working in event planning and public relation. That is why information from business cards needs to be added to the Google docs daily to maintain the contact.

#### Updating the websites

Updating the websites is an important daily task that must be completed. CityEvents updates the websites with new blogs, photos, videos and articles about various events and not just FastLane. Many businesses and clients email CityEvents with the request to have their events posted on the websites. The 3 websites that I had to update regularly during my internship are:

#### **FastLaneevents.ca**

This is the official website of FastLane

#### **TorontoCityEvents.ca**

This website is the official website of CityEvents; this website is the central hub of all information regarding CityEvents.

#### **Deblewis.ca**

This is Deb's blog, she is The CEO of CityEvents.

These 3 websites are the main websites that CityEvents uses to market the events. The websites contain information resources and links of CityEvents, Deb Lewis, FastLane and other events.

#### Contacting potential sponsorship partners

To promote FastLane, we are always searching and contacting potential sponsorships partners to sponsor the FastLane events. We offer the companies the opportunity to connect with young professionals in the upcoming FastLane events in 2010.

The process goes through the phone, fax or email. We request their support to donate gift bag items or door prizes at one FastLane event or more. In return we offer exposure during the event on a number of live marketing initiatives such as the powerpoint, poster and flyers that are featured during the events. Also we offer that the logo's of the companies will be put on the FastLane website as a partner. And we offer to hand out products to the young professionals that attend the FastLane event through gift bags and door prizes.

#### Organising and updating schedules/documents regarding upcoming events

Working for CityEvents, sponsor/suppliers/vendors documents has to be updated on a regular base. Documents will be sent regularly throughout the day, and most documents have to be edit and reviewed regarding the upcoming event. These documents are for example FastLane promotional information letters, sponsor letters and contracts.

#### Mailing letters to clients

Each CityEvents member has a database targeting a FastLane target group. These databases need to be updated on a regular base and consist of tracking information of websites that need to be posted in, Social media groups in Facebook and LinkedIn that need to be informed, Email letters that need to be send out to clients. Every member of CityEvents will send out online information letters and poster to their personal contacts. This happens a few times over the marketing campaign of FastLane. We also send out information about the next events to all the previous attendees who have attended the previous FastLane events.

#### Other event activities

These are the event project activities that I was involved in. There are off course many other event activities. These activities are divided between the interns. Event planning activities such as the *Design, Logistics, Risk Management/Health and Safety, Food and Beverage*. I haven't done these activities because most of these activities are divided between other interns from different educations. Each activity is assigned to an intern from a certain educational background. This way they can implement what they have learned from school into the reality. Most of the interns work together and communicate a lot with each other. Working this way helped me a lot become aware of the event planning process and the activities around it.

In the appendix chapter, I added the full FastLane critical path that shows the activities that are required to complete an event.

### **3.1.2 RESEARCHING**

Working for CityEvents you will spend most the time researching different information that can help with the event planning process. You will also spend time observing and analysing different subjects. When a new event occurs, there are different demands that the client could request. A lot of research has to be conducted to find the clients information.

The researches that I made during my internship are based on FastLane and CityEvents events and consist of:

- Research on venues: what is the best venue that suites the clients needs depending on the budget
- Different suppliers and caterers needs to be contacted regarding pricing
- Research on event entertainment, bands, music has to be done

Once the main research is done, a follow up research has to be conducted and all the contacts regarding the event such as caterers, performers and suppliers must be contacted regarding their services.

After that, a hands-on research is going to be conducted where the following activities are involved:

- Attending a tour of the venue (floor plan)
- Attending meeting with the suppliers and caterers for a check up, to taste food and beverages
- Attending meetings with AV and electronic suppliers to learn how to use the appliances
- Attending meetings with the caterers to taste food and beverages

Visiting the actual venue is a must for a check up. Also a meeting with the suppliers and caterers has to be conducted to make sure that everything is according to the clients wishes.

### **3.1.3 MARKETING AND COMMUNICATION**

#### Marketing and promotion

- Set up Marketing Plan ( target markets)
- Searching for websites, blogs and locations to post event online
- Promotional Email Blast (FastLane Group/ own Databases)
- Event reminder – 2 weeks and 1 day before (Facebook, Twitter)
- Promote and post event on list of websites and Facebook groups
- Developing posters for Postering activities

At CityEvents you will be constantly marketing upcoming events through various social media tools, maintaining communication with the target group. CityEvents uses **social media** as a main strategy for marketing and promoting event activities.

During my internship, I have worked with the several social media tools to promote the FastLane events. The social media tools that I mostly used for the marketing and promotion of FastLane are; Google docs/email, Wordpress, Facebook and LinkedIn. The social media of FastLane can be divided in to 3 categories:

**Category:** Publich  
**Tool:** Wordpress  
**Use:** Posting blogs, articles, News

When blogging, we utilize **Word press**, a blogging publishing platform. It is very easy to use and we use it to promote FastLane. Using Wordpress we promote FastLane with the following ways:

#### Posting blogs and articles

Promoting FastLane through blogs and articles, writing about the theme, networking, venue, vendors, food and drinks (USP).

#### Adding photos & videos

Adding promotional pictures and videos onto the website.

#### Promotions & contests

Promoting event aspects and creating and developing promotional contests with the opportunity to win.

**Category:** Social Networking  
**Tool:** Facebook  
**Use:** Searching and connecting with the target group, Sharing online resources, Promotions

Facebook is easy to use. Facebook allows us to connect and communicate with our followers, attendees and clients on a regular basis. The activities that are done on Facebook included:

- Placing messages, photos, videos and links on the Facebook wall.
- Creating or joining Facebook groups
- Adding events to Facebook
- Inviting friends and contacts
- Inviting friends and contacts

**Category:** Social Networking  
**Tool:** LinkedIn  
**Use:** Searching and connecting with the target group, Sharing online resources, Promotions

We use LinkedIn to create discussions that revolve around events and make contacts to invite the the CityEvents LinkedIn group. We also use LinkedIn for posting in groups.

<b>Category:</b>	Social Networking
<b>Tool:</b>	Google Docs
<b>Use:</b>	Searching and connecting with the target group, Sharing online resources, Promotions

A side from our own websites, we promote the articles on other relevant social media and events websites. We also use Google docs to store and to follow up on information about the activities of FastLane.

### 3.1.4 ANALYZING

CityEvents monitors the use of social media by tracking all the social media tools. The social media tools that I used to track and analyze social media activities are Facebook, Twitter, the websites traffics, Youtube and Flickr.

We monitor all of our posted tweets, group amounts, photos & videos views and promotions through the different social media's to see if our strategies works.

### 3.1.5 PUBLIC RELATIONS

CityEvents PR is an important part of CityEvents. Like I mentioned in the previous chapter, when blogging, we utilize **Word press**, a blogging publishing platform. Using Wordpress, we promote FastLane and other events through blogs and articles. Blogs and articles are an important marketing tool. We use the blog articles to inform our Fastlane audience about upcoming events and projects. We write about the event theme, networking opportunities, venue, vendors, food and drinks. A good article to publish is one of 1 paragraph that points out different angles and perspectives of the event that has relevant photos, videos and other relevant links to make it interesting and appealing.

Most people these days read or have a blog. Blogs articles are a powerful tool for marketing and promoting an event. The entries are short and allow the user to add links, pictures and videos. It is also easy for viewers to read blogs and for us to write them.

A side from our own websites, we promote the articles on other relevant social media and events websites. We want to create additional interest on these websites so that people can link back to our main event websites. There is a list on Google Docs with numerous websites. We visit these sites regularly (weekly basis) and post the FastLane articles there.

### 3.1.6 FINANCE

The financial area of CityEvents is preparing budgets by assisting, researching and comparing costs. During my internship I mostly worked on the financial cost of Investigator Meeting event that is held in British Columbia in Vancouver. The purpose of the meeting was to discuss YM BioSciences Nimotuzumab trials in NSCLC. The meeting is organised for doctors and coordinating nurses from hospitals all over Canada and even the United States.

#### Program Details of the event:

Date: May 14th to May 16th  
Hotel: Four Seasons Westin Bayshore hotel  
City: Vancouver

*The weekend begins with an informal Welcome Reception at the Yew Restaurant in the Four Seasons Vancouver upon arrival on Friday evening. On Saturday, the meeting will commence in the morning and finish shortly after lunch. In the evening, we are planning an adventurous float plane tour of the city to be followed by dinner. We will close the weekend with a Breakfast Meeting on Sunday morning, leaving some time for you to explore the post-Olympic city.*

For this meeting, I had to research maintain budget. The budget consists of the following costs:

- Accommodation, Westin Bayshore hotel
- Flights costs
- Travel & transportation, car and taxi services,
- Hospitality, Breakfast, Lunch, Room Rental
- Off-Site Events, Float plane activity, Restaurant
- Guest personal costs

Besides the budget, I also worked on tracking the flight/E-ticket information and setting up the agenda. I also worked on writing a confirmation letter to the attendees with all the information of the event such as the airport, hotel and restaurant.

### 3.1.7 ON-SITE EVENT ACTIVITIES

CityEvents is an event planning company and during events, every staff member has several tasks and responsibilities. These activities are described in the event production schedule, that are set just before the actual event is going to happen. The event production schedule is divided into 3 parts.

#### Before the event

- Making sure set up is done properly  
*Bring in supply Boxes, signage and all other equipment (projector, laptop, cashbox, tickets, postcards, plastic frames, A/V, Powerpoint,*
- Set up Vendors  
*Assist vendors with set-up and equipment*
- Final reading of Production Schedule and debriefing with the team  
*Set up Registration Area, Ensure Vendors are alright, Discuss Risk Management (First-Aid, Fire Exit and procedure), Go over the floor plan, Check First-Aid contact for the night, Laptop and Projector to be up and running/ Slideshow, Test A/V and sound equipment*
- Final walk through the venue  
*Ensure all areas are arranged appropriately, easy flow through space.*

#### During the events

- Register attendees for the event  
*Going through the attendees list and registering their name,*
- Sign Up for the Speed Networking  
*Signing up the attendees for event elements Speed Networking*
- Managing the Speed Networking sessions  
*2 Speed networking shifts, each networking session will last 5 min then participants will be asked to move to next person.*
- Photography  
*Making pictures of the FastLane event*
- Promoter Floater  
*Will promote all areas of FastLane to the guests)*
- Vendor Floater  
*Will ensure all vendors are ok, their needs are met, etc)*

#### End of the event:

- Tear Down of Event  
*All help with tearing down the event and re-setting event space*

In the appendix chapter I added the full production schedule that shows all the activities that occur before, during and at the end of the event.

## **3.2 PROJECTS AND ACTIVITIES**

During my internship, I had been assigned to work on a couple of projects and activities. My specific projects consisted of the following:

### **3.2.1 FASTLANE MARKETING PLAN**

I have written a marketing plan for the FastLane event. In this marketing plan, I described how to market FastLane using social media. The marketing plan outlines the strategies needed to be successful in promoting an event. It goes through the marketing process and describes the necessary actions to improve and to achieve the objectives and goals.

Working on this marketing plan, I analyzed the company itself, the market and FastLane target audience. I help develop and determine objectives and the choice of the marketing communication strategy.

The main goal of this FastLane marketing plan is to promote the FastLane events using the marketing communication strategy, the social media tools and to create awareness among the target group.

### **3.2.2 FASTLANE RESEARCH REPORT**

During my internship, I have conducted surveys to research and evaluate the FastLane event. The survey is based on questions of what attendees think about FastLane, how they heard about the event and which online tools they use. The survey conducted online as well as during the events and shows all the FastLane survey results such as the target audience gender, age, market and many different things.

Based on the result of the survey, suggestions are going to be made to improve the FastLane events. Also actions are going to be described on how to improve FastLane.

The purpose of this research report is to evaluate and to improve the FastLane events, and to provide the attendees with the highest level of service during each FastLane event.

### **3.2.3 LOYALTY PROGRAM**

I researched the possibility of creating a loyalty program for the FastLane attendees. I came up with ideas on how the attendees can become a member of FastLane.

It is part of the research report I have wrote for FastLane where I came up with suggestions and actions to improve the FastLane events. In the appendix chapter I added FastLane Marketing plan and Research report. In the appendix of the research report you will find the ideas of the Loyalty program.

## 4. COMPETENCIES AND SMART PLAN

### 4.1 COMPETENCIES

The 2 major competencies that I have chosen and implemented during my internship are Project executor and Budget holder/planner.

#### 4.1.1 RELATIONSHIP WITH MAJOR COMPETENCIES

As a Project executor, I wanted actively contribute to the company's objectives by applying the knowledge I obtained during my education. That is the goal that I set up before my internship began.

In the previous chapter, I described the tasks and projects that I have worked on during my internship. These tasks and projects are divided in the areas marketing communication, PR, researching and analyzing. These areas are all aspects of the knowledge I obtained during my communication education over the years, except for the event planning area. I will shortly describe the aspects of my education and the relationship and connection that it had with the task, projects and activities I had to implement as a project executor.

##### Marketing communication

Working in this area I was assigned to manage the marketing process of the FastLane events. The tasks and activities that I had to work were primarily promoting the event with the different social media tools such as Facebook, Twitter and LinkedIn to promote the FastLane events.

##### Advertising

I have worked in this area for a short period of time. For this area, I wrote suggestions on how to re-design and advertise the website of CityEvents and FastLane creatively.

##### PR and media

I have worked on this area constantly informing and promoting the target group by writing blog articles and sending email letters. As for the media, I constantly used social media tools to inform and promote the target group by posting, and sending messages on Facebook, Twitter and LinkedIn.

As a Budget holder/planner I set up the goal to prepare and assist with the preparation of the budgets of the events organized by CityEvents.

Working as a budget planner during my internship, I have compared supply equipments costs for CityEvent involving audio, video, visuals lighting and staging. Also I have maintained the budget of a meeting event. I had to research and gather accommodation, flights costs travel & transportation, hospitality and activity costs.

#### **4.1.2 RELATIONSHIP WITH PERSONAL DEVELOPEMENT TARGETS**

Before my internship began, I set up personal development targets to practise, improve and develop. I wanted to observe and research subjects, prepare plans, research the media and the target groups. I also wanted to develop communication and media strategies, and to plan and organise communication activities.

I have worked and practiced all these targets and skills during the specific assigned projects that I have worked on during my internship. I have described the content of these projects in the previous chapter.

Working on the marketing and research projects has definitely helped me improve my English language by writing and describing subjects in the plans. It also has improved my others skills such as my observing, research and analyzing skills.

#### **4.1.3 PROJECT ROL AND DEGREE OF INDEPENDENCE**

##### Project role

The role that I fulfilled during my internship in the planning process of the events, was a marketing assisting role. I have been assigned to manage the marketing activities of the events. The activities that were assigned to were sending promotional Email Blast, searching for websites, blogs and locations to post events online, searching for websites, blogs and other locations to post events online.

The title that is given me to at the beginning of the internship was:

*Nasser Mohamud  
Marketing specialist  
CityEvents - Toronto's Premiere Event Planning Boutique*

##### Degree of Independence

The degree of independence at CityEvents is high. Working for CityEvents you will get the freedom to prepare and implement your work at your own pace.

A status report had to be filled out every Tuesday and Thursday. This way Deb Lewis can track what project are being worked on. Also Deb Lewis was always around for questions and assistance, but most of the time we had to do the work by ourselves. This is effective because this way you will be able to learn on your own and know how to it.

##### Feedback

During my internship at CityEvents, I would get lots of feedback on how to implement the work. CityEvents has 5 working areas and I have worked in all of them. I have worked with most of the interns and all of them would give feedback or we would brainstorm on certain subjects. The interns have different specific educational background and I would get feedback from their area of expertise. For example working in PR, I would inform the target group by writing blogs articles and sending emails letters. Most of the feedback that I got working on this area is to mention the USP's (unique selling points) of the event. The first blog Deb asked me to write was

about my 1<sup>st</sup> experience as attendee of FastLane. I wrote it from my point of view and I wrote as I spoke. I quickly learned that this is not the way. I had to try to write the blogs and promotional email letters from the point of view of the public

1<sup>st</sup> blog that I wrote:

*My first event that I ever experienced is called Fastlane. It's a networking event that helps young professionals to meet. I personally experienced that is actually a great way to meet other professionals and exchange stories and anything that can help you with your career and even personal life.*

*The event was called Make over your business with Fastlane and the theme of the event was Beauty. The idea of the event is to re-energize you look and at the same time you network. It was held in this beautiful suite at the 720 King Street also known.... They were a lot of different vendors like Dermologica who were giving tips about skin care. There were also vendors for Nail art and Cosmetics. But the vendor that stood out for me was the one where you get a massage with wheels. You'll get a 10 minute massage with moving wheels from back to neck. After that you feel so great and you feel so refreshing and energized. The other vendor that also caught my attention is the one where you can get a professional picture taken. Anthony Parazo who I met and talk to was providing the attendees the opportunity to take a professional head shot that you can use for business but also for Facebook, LinkedIn and even your website. My photo was taken and I look great thanks to Anthony.*

*As for the event the attendees were enjoying their self. There was food, drinks, laughter and music. You could actually notice that people were networking and that's the main goal of the event. But at the same time they were having fun. I got the chance to talk to a lot of people there. And because I'm from Holland and new in town, so I started to ask them: "What is a must see in Toronto/Canada". I got so many different answers like of course the CN Tower, Or the different events and festivals during the summer, Niagara falls, Basketball and Hockey.*

*Overall the evening was a blast and I enjoyed myself and got to do a lot of networking, meeting new people and getting and trading tips. I definitely recommend anybody who is looking to meet young professional to network or even going out on a weekday for meeting new people and having fun, to definitely visit a Fastlane event.*

March 1, 2010

I have gotten the most feedback in the PR area. Writing is important as I had to promote the event through the blogs and social media tools such as Facebook, LinkedIn and Twitter. Once you get to know the writing structure and what to mention when writing blogs, writing becomes easier. I really felt that I have grown in this area.

In the other areas I would also get also lots of feedback. The process of CityEvens is everything you work on; you have to send to Deborah to receive feedback. I would send the plans that I have worked on to all the interns and they would email me their ideas on how to change or mention certain things. Then I would send it to Deborah for the final feedback.

Most feedback I have received from was from Deborah. She would take the time to talk to about my work and project and she would answer my questions and give tips and advice.

## 4.2 SMART PLAN

The following competencies that I have chosen are the *Strategist, Project organiser and Researcher*. These competencies are based on activities that I have done during my internship and that fulfil my competencies and learning objectives.

I have described these competencies in SMART learning objectives. In this chapter, I will describe how I fulfilled these competencies and learning objects.

### 4.2.1 STRATEGIST

As a *Strategist*, I want to come up with plans; new ideas and strategies on how improve the company position in the market.

Working on this competency during my Internship, I observed and analyzed before coming up with strategies. I described that my goal was to try to come up with new ideas and strategies on how to improve the company's position in the market. Also one my other goals is developing new ideas and strategies on how to attract the target group through communication resources.

#### Marketing and communication strategy

I wrote a Marketing plan for the FastLane event. This marketing plan is based on the social media strategy. It describes step by step how to promote an event using the social media tools. In this marketing plan I updated and added social media strategies such as linking the social media tools and activities to the website using the blogs articles, photos & videos and other social media tools.

I also updated and added general communication strategies to the plan such as Email Marketing/E-newsletters, E-blasts, Telephone calls, Flyers & Postering, Advertisement, Newspapers and Sponsoring programs or cross promoters

By implementing these strategies, the goal is to encourage the target group to visit the websites CityEvents, Deb's blog and FastLane. Another goal is to create brand awareness for CityEvents, Deborah Lewis and FastLane. The social media goals were to increase the members, followers and views of the tools.

To find whether these strategies and goals were achieved, we use a social media tracking system. We monitor all of our posted tweets, group amounts, photos & videos views and promotions through the different social media's to see if our strategies work.

During my internship I was monitoring the use of social media strategy by tracking all the social media tools. The social media tools that I tracked and analyzed are Facebook, Twitter, the websites traffic of TorontoCityEvents.ca, FastLaneevents.ca and deblewis.ca, YouTube and Flickr.

<b>Social Media Goals</b>			<i>Tracking results</i>	<i>Results February 08,2010</i>	<i>Achieved May 31,2010</i>	<i>Expected May 31,2010</i>
<b>Facebook</b>	<i>Group 1</i>	<i>CityEvents</i>	<i>Members</i>	987	1026	1300
	<i>Group 2</i>	<i>FastLane</i>	<i>Members</i>	1059	1122	1300
<b>Twitter</b>	<i>Account 1</i>	<i>CityEvents</i>	<i>Followers</i>	516	750	1000
	<i>Account 2</i>	<i>FastLaneToronto</i>	<i>Followers</i>	175	242	300
<b>YouTube</b>	<i>Account</i>	<i>Torontocityevetns</i>	<i>Channel views</i>	210	281	240
	<i>Video 1</i>	<i>April 8/08</i>	<i>Views</i>	1142	1236	1250
	<i>Video 2</i>	<i>Oh So Cosmo</i>	<i>Views</i>	269	721	300
	<i>Video 3</i>	<i>Sept FastLane</i>	<i>Views</i>	211	330	260
<b>Google Analytics</b>	<i>TorontoCityEvents.ca</i>		<i>Monthly Vistors</i>	864	880	750
	<i>Deblewis.ca</i>		<i>Monthly Vistors</i>	182	258	750
	<i>FastLaneevents.ca</i>		<i>Monthly Vistors</i>	470	474	750
<b>Google Rank</b>	<i>TorontoCityEvents.ca</i>		<i>Out of Ten Points</i>	3	3	4
	<i>Deblewis.ca</i>		<i>Out of Ten Points</i>	1	1	2
	<i>FastLaneevents.ca</i>		<i>Out of Ten Points</i>	3	3	4

The goals are set from February until the month of May. I think the strategies that are outlined in the marketing plan work. Most of the expected goals were not achieved but there is a huge increase in all of the social media tools.

During my internship, we had to discuss and come up with new ideas for interactive and social media tools based on these results. We had to come up with feedback on the existing tools, ideas to improve set up/design, ideas to improve content, strategies and activities to increase our community and reach.

These are suggestions I made to improve CityEvents interactive and social media tools.

### **Ideas to improve set up/design**

*CityEvents definitely must improve the set up/design, to make the websites more appealing for the audience.*

*My suggestions are to re-organizing the first page, that's the key. First page of the website has to draw the attention, everything about Fastlane has to be linked and mentioned in the first page. Visitors have to be able to find everything about FastLane and CityEvents in the first page without clicking.*

### **Ideas to improve content**

*An idea to improve the content of the websites is adding video material to the websites. For example instead of adding pictures in deblewis blog, FastLane and CityEvents, we can add videos. I think that's possible with Wordpress. YouTube is the only tool that achieved the goals that are set up. I think because people prefer videos more than pictures. Also nowadays a lot of blogs use videos. I think if we implement this, that this really might help rank the website high on the page rank.*

### **Goals for the social media tracking for September**

*Besides the YouTube goals, all the goals that are set up almost achieved. The goals that are set can stay because not all of them are achieved yet.*

*CityEvents definitely has to focus on increasing the Google page rank on Deblewis.ca and the FastLane .*

### **Strategies or activity to increase our community and reach**

*In one of the social media articles that is called Art of Conversation; I read that instead of only focusing on the Marketing and PR, it's also helpful to focus on the customer service.*

*It's helpful if we have to share our expertise with the people by offering the community help and information. Lisa (CityEvent intern) came up with a project that was called Ask Deb, where people could ask all the questions about event planning. That could be restarted and at the same time it could also help increase the visitors of deblewis.ca*

## 4.2.2 RESEARCHER

As a Researcher, I want to research and improve the company's position in the market.

Working on this competency during my Internship, I had to conduct researches on FastLane image and identity and try to come up with ideas and suggestions on how to improve the event.

### Survey

To research FastLane identity and image, I conducted surveys both online and during the events of FastLane. The surveys are based on questions of what attendees think about FastLane, how they heard about the event and which online tools they use.

Taking the survey during the event wasn't difficult, because you would approach the attendees directly. By asking them nicely, most of them would fill out the survey.

The online survey was quite challenging, because filling out online surveys is not popular. That is why we combined the online survey with an online drawing contest. We offered the attendees the chance to win FastLane tickets by filling out the survey.

### ***Win FastLane tickets!!!***

*This month we are also offering the chance to win FastLane tickets. Currently we are performing an evaluation on our past events and we would appreciate any feedback you are willing to give us on this survey.*

[http://www.kwiksurveys.com/online-survey.php?survey\\_ID=KJKJNI\\_96fc5771&UID=2825956217](http://www.kwiksurveys.com/online-survey.php?survey_ID=KJKJNI_96fc5771&UID=2825956217)

*As a result of filling out the survey:*

*we are giving you the chance to win two tickets to a future FastLane Networking Event of your choice in 2010!!!*

By doing that I was able to get enough results to evaluate FastLane.

### Research report

After gathering all the results of the survey, I wrote a report that shows all the survey results. The purpose of this research report is to evaluate the FastLane event. This report also helps to show if the strategies of the marketing plan have the necessary effect.

Here are the most interesting results of the report with suggestion I made to for improvements:

### Age:

Results shows that most attendees are of the age of 25-40. This is the age that FastLane is aiming at. As a suggestion FastLane can lower the aiming age that is currently focusing on to 25-40. FastLane events focus on young professionals between the ages of 25-40. The results show that there are also many attendees between the ages of 18-25 attending.

### Target market

*The results show that most young professionals that have attended the FastLane events, come from the business and marketing side. The results also show that most of them come from other industries/sectors instead of the usual other industries/sectors that FastLane is aiming at. As a suggestion FastLane has to readjust the target market that is currently aiming at. FastLane has to widen the target market that is currently focusing on and also focus on the Technology, Advertising, Finance and Non profit and other relevant industries.*

### How many time attended

*Results show that a lot of the attendees attend the FastLane events for the first time. As a suggestion, FastLane has to create a loyalty program that is attractive to attend the FastLane events. Loyalty program where members get specials offers like tickets, discounts, gift bags & prizes, CityEvents and Gatherings offers.*

### Interesting event element?

*This result analyzes FastLane unique selling. The result shows that the most popular element of FastLane is the themed networking event. The other elements of FastLane are also popular. As a suggestion since the attendees find networking interesting, FastLane could do more with this element. Besides the speed networking element that is quite similar to speed dating, FastLane could introduce Dance networking element where people dance and networking at the same time. Or a game element where people could play a game and win prizes, like a quiz game where they have to find out and learn thing from each other.*

### Online tools

*Results show that of the 3 websites that FastLane is promoting in, the attendees heard from CityEvents and FastLane website the most. Of the online tools, email and Facebook get the most attention. As a suggestion for the promotion of FastLane, it is best that FastLane focuses on a few tools rather than lots tools. So far the most effective tools based on the results are Facebook and email, but FastLane uses also other online tools. Use fewer tools and focus on them, that way it becomes easier to manage.*

The overall results of the evaluation of FastLane event are positive. The FastLane attendees ranked the FastLane events between the scale of 7 and 8. And most of FastLane attendees are pleased with the event and are willing to come back and recommend it to their friends.

### 4.2.3 PROJECT ORGANISER

*As a Project Organiser as my minor competency, I wanted to assist the company with the marketing, planning and the promotion of the events.*

*Working on this competency during my Internship, I assisted with the marketing, planning and the promotion of the activities of the events.*

#### Marketing and promotion activities

The marketing and promotional activities that I worked on during my internship were; promoting FastLane through blogs and articles, writing about the event theme, networking, venue, vendors, food and drinks. Also I have promoted FastLane through the different social media tools such as Facebook, Twitter and LinkedIn. I have also promoted the blog articles on other relevant social media and event websites.

Before working on the Marketing and promotion activities we set up marketing target goals. Every FastLane event has a different theme and targets a different market. I have experience 3 FastLane event; FastLane Winter Skin Care; FastLane in the community; FastLane Wine and Chocolate tasting

Each FastLane event has a different theme and for each one we focus and target a different market. Depending on theme of FastLane the marketing target goals exist of:

- Which target markets the focus goes to,
- Which Vendors to contact and approach
- Which potential sponsorship partners to approach
- Which contact potential sponsors and prize contributions to approach

#### Planning activities

The planning activities that I have worked on were for an Investigator Meeting event that is held in British Columbia in Vancouver. The meeting is organized for doctors and coordinating nurses from hospitals all over Canada and even the United States.

I had to work on tracking information about the attendees by doing follow up calls to see who was attending the meeting. With the help of a tracking list, I had to maintain and track the information that I was getting through invitation emails that CiytEvents was sending. The tracking list exists of the names of the attendees, hospitals they worked in, phone, email, airline information and flight costs.

I also worked on writing a confirmation letter to the attendees with all the information of the event such as the agenda of the event, airport information, hotel and restaurant information.

#### 4.2.4 PERSONAL DEVELOPMENT TARGETS

I set up personal developments targets to practise, improve and develop during my internship. This chart will show the connections that the tasks, project and activities had regarding the competencies and personal development target.

TASKS, PROJECTS AND ACTIVITIES	Regarding competency and personal development target:
<b><u>EVENT PLANNING</u></b>	
Searching and adding contacts to Google docs	<u>Project organizer</u> <ul style="list-style-type: none"> <li>▪ English speaking &amp; writing skills</li> <li>▪ Planning and organizing</li> <li>▪ Communication skills</li> <li>▪ Researching skills</li> <li>▪ Social media skills</li> </ul>
Updating the websites and social media tools	
Mailing letters to clients/ invitation letters to send out to contacts/target groups	
Calling up the searched contacts/target groups to follow up	
Contacting potential sponsorship partners	
<b><u>RESEARCHING &amp; ANALYZING:</u></b>	
Social media monitoring/Observing & analyzing the use of the Social Media tools	<u>Researcher</u> <ul style="list-style-type: none"> <li>▪ Observation skills</li> <li>▪ Analyzing skills</li> <li>▪ Researching skills</li> </ul>
Searching for different events information such as Venues, suppliers, caterers, entertainment, bands etc...	
FastLane Research Report/Taking surveys/Analyzing survey results	
<b><u>PUBLIC RELATION</u></b>	
Writing blog articles about upcoming events	<u>PR</u> <ul style="list-style-type: none"> <li>▪ English writing skills</li> <li>▪ Communication skills through online resources/social media</li> </ul>
Writing emails letters and mailing it to clients	
Communicating through the social media tools	
<b><u>Marketing Communication</u></b>	
Marketing and promoting the events through the social media tools/ Promotional Email Blast (FastLane Group/ own Databases)/ Promote and post event on list of websites and Facebook groups	<u>Marketing &amp; Communication /Strategist</u> <ul style="list-style-type: none"> <li>▪ Marketing &amp; communication knowledge</li> <li>▪ Communication skills through online resources/social media</li> <li>▪ English writing skills</li> </ul>
Developing a marketing plan/strategies on how to market and promote a event/Developing Loyalty program	
Developing posters for postering activities	

<u>Finance</u>	
Managing and comparing budgets costs	Budget planner <ul style="list-style-type: none"> <li>▪ Financial skills</li> </ul>
<u>Social media</u>	
Working with blogging program Wordpress	<ul style="list-style-type: none"> <li>▪ <i>Social media skills</i></li> <li>▪ <i>Interactive skills</i></li> </ul>
Working with Google Analytics	
Working with Facebook, Twitter, LinkedIn, IContact	
Working with Hootsuite	

## 5. REFLECTION

### 5.1 REFLECTION

In this chapter, I will reflect how I worked as a Project Implementer and Budget Holder/Planner. I will use for my reflection the SMART approach, reflecting the situations, tasks, actions, results that I have experienced during my internship.

#### 5.1.1 REFLECTION AS PROJECT IMPLEMENTER

Working as a Project executor for CityEvents helped me develop and learn lots of things. As a project executor, I worked in many areas where I did different work. I described in the previous chapters that the tasks and projects that I have worked on are divided in the areas marketing communication, PR, researching and analyzing. The good thing is that these areas are all aspects of the knowledge I obtained during my communication education. This knowledge has helped me a lot with the projects that I have done for CityEvents. I already studied the structure of writing marketing plans and research reports. I learned how to research the market, target group and how to come up with strategies. The knowledge that I obtained of my education has really helped me in this area.

The only area where I didn't have any knowledge of was the event planning area. That is why the first months of my internship were a little bit difficult. Mainly because most of the time I was not aware of what was happening around me. Also I had to get use to speaking and understanding English. Plus the degree of independence at CityEvents is high, meaning that you had to search out everything on your own. There are off course manuals that describe the work and for questions you could always turn to Deborah. But most of time, at least what I tried to do is figuring out everything on my own. By working this way I learned about the subjects on my own.

Halfway my internship, I improved a lot compared to the first months. Searching most of the things on my own have helped me a lot. Also observing and listening a lot to discussion/brainstorming that were held in the office has also helped me a lot. But the most effective way for me was working with the other interns. The interns were all from different educational area like event planning, PR and Advertising. Working and communicating with them and seeing how they approach things has help me understand the process. The areas that I feel the interns really helped me the most with are event planning area and the PR area.

I can base my improvements and understanding of the event planning process on the FastLane meetings. I have experienced 3 FastLane events. Before every event we organise a team meeting where we discuss the event. The first 2 meetings I wasn't aware of the subjects. But the last meeting I attend, I was fully aware of the subjects of the meeting and I was actively more involved in the meeting suggesting ideas and thinking with the team.

### **5.1.2 REFLECTION AS BUDGET HOLDER/PLANNER**

Working as a budget planner during my internship, I have worked on an equipment budget. I have compared supply equipments costs CityEvents was using that involved audio, video, visuals lighting and staging. The first time I had to do this, I did not know what I was looking at. The budget was really complicated and the descriptions were difficult. The basic description was not difficult and it involved the basic equipments such the audio, video, visuals lighting and staging. But each equipment has other equipments with all different costs and that made it complicated. I remember Deborah saying to me that it took her a while before understanding what these equipments exactly meant.

Another part of the budget that I had worked on during my internship is YMBioscience event budget. I had to maintain the budget and research information about the accommodation, flights costs travel & transportation and hospitality. This budget wasn't that difficult and I had fun working on it. I had most of the background information and that made it easier to work on it.

As a budget planner, I worked well. This because during my school projects, I mostly fulfilled the financial project role. Working on the YMBioscience meeting budget is a good example of my improvement of this competency.

### **5.1.3 REFLECTION ON DEVELOPED AREAS AND SKILLS**

The working areas I develop and improved during my internship are the following:

#### EVENT PLANNING:

Working in this area has helped me understand the process of event planning, becoming aware how to plan and organize events. I mostly obtained knowledge on what is needed to plan a successful event.

#### MARKETING & COMMUNICATION

Working in this area has helped me develop and improve more in this field. I developed a marketing plan with improved ideas and strategies using social media. Also working in this area has helped me understand how to promote an event using the social media tools. This area has helped me gain more knowledge about viral marketing & communication. It also helped me develop and improve my English writing skills by writing the marketing plan. Also it has helped me develop my communication skills by promoting the event through social media tools.

#### PUBLIC RELATIONS

I improved in this area. I have achieved this by writing blogs articles, web posting and communicating through the social media tools. This area has helped me develop and improve my English writing skills even more.

## RESEARCHING & ANALYZING

Working on these area's has helped me develop and improve my research, observing and analyzing skills. During my internship, I had to conduct researches on different event planning subjects. This helped me understand the event planning process. As for my observing and analyzing skills, I had to monitor and observe the use of the social media tools weekly. Also I had to conduct surveys where I had to analyze the results. I had to monitor and observe the use of the social media tools weekly.

## FINANCE

Working on this area has helped me understand the costs that are involved in planning an event. Searching the costs and managing the budgets, has helped me improve my financial skills even more.

### **5.1.4 REFLECTION ON PERSONAL DEVELOPMENT DURING INTERSHIP**

I set up goals halfway during my internship, to develop and improve areas that I find needed to be improved. The working areas I develop and improved in during my internship are the following:

#### Work effectively

*I want to learn how to work effectively. I have achieved this halfway my internship by working and using a to-do list. This to-do-list were emails that Deborah was sending throughout the day. The to-do-list existed of work that needed to be done first and had more priority than other daily tasks (clients needs for example).*

#### Work precisely

*I want to work more precisely. At the beginning of my internship, I noticed that there are lots of mistakes found in my work. Mistakes in spelling and grammar but also in delivering work that is not finished. Halfway my internship, I have improved in this area by reading, listening and focusing better on my work*

#### Improve my communication

*I want to improve my communication skills. At the beginning of my internship, I realized that I didn't communicate often. This is because I was at the time unsecure about my English. Halfway my internship I have improved this by communicating more with the interns that I have worked with and talking to them about all kind different subjects.*

#### More initiative

*I want to show more initiative during internships. At the beginning I had trouble getting involved in the event planning process. This is because I wasn't aware of how the process was conducted and I didn't have all the background information of it. Halfway my internship I have improved in this area by getting more involved and becoming more aware on how the event process is conducted.*

### Phone calls

*I want to be able to make calls and answer the phone more easily.* At the beginning I had difficulties communicating over the phone. This is because I was at the time unsecure about my English. Halfway my internship I have practiced and improved answering the phone more than usually.

## 6. CONCLUSIONS

### 6.1 INTERNSHIP EXPERIENCE SUMMARY

The past months of my internship have been very instructive for me. CityEvents has offered me opportunities to learn and develop myself in many areas. I gained a lot of experience, especially in the event planning field. A lot of the tasks and activities that I have worked on during my internship are familiar with what I'm studying at the moment. I worked in many areas where I did different work. This gave me the chance to find out which areas I want work in after my education. The area that I found most interesting is marketing & communication. By developing a marketing plan, I had to do lots of research where I had to find the best way of marketing an event. I learned many things about viral marketing by using and learning about social media tools.

As a bonus, I got to experience the event planning process. I learned how the marketing and promotional activities occur. I also learned how the administrative process occurs by maintaining contact with the venue, vendors and sponsor partners.

Before my internship started my ideas did not match the experiences have gained during my internship. There is a big difference in the school projects and the tasks and activities during the actual work. In school we learn how to describe the work in projects, where in work you learn how to implement them in reality. This internship was definitely an introduction to the actual work field for me. I have learned to work in a business organisation and apply my knowledge into practice.

I learned a lot from the different interns that I have been working with during my internship. Each intern had a different educational background and that made it interesting for me. By working with them I got to learn from them and become aware educational background.

My mentor during my internship was Deborah Lewis who I have also learned a lot from during my internship. As a former event marketing teacher, she has lots knowledge in marketing an event. She has also lots of knowledge in the working area that I have described such as PR, Research, and Finance. She was very helpful and always willing to give me advice and feedback which I appreciate. I have tried to learn as much as possible from her and the interns during my internship.

The conversation through email and Skype with my mentor Melissa Duchak is also an important learning moment for me during my internship. She had always time to answer all my questions concerning my internship. And as an English teacher, she also helped me a lot by giving me feedback on how to use my English writing. She had always time to answer all my questions concerning my internship. I appreciate all the advice she gave me during my internship.

I had fun following my internship at CityEvents. I learned a lot about the areas PR, viral marketing and event planning. I also became stronger in my English oral and written communication. I have achieved this by writing blog articles and communicating through the social media tools, writing the marketing and research plan and my internship report in English. I have improved my English oral skills by communicating with the interns that I have worked with and Deborah, but I still need to practise more speaking English. That's why I'm planning to take English courses to improve my English oral as well as in my writing.

Interning at CityEvents was definitely a learning experience. I had fun attending both CityEvents and FastLane events. The most interesting event that I have attended during my internship beside the FastLane event was the G20 summit events organized by the Canadian the Canadian Youth Business Foundation (CYBF).

*CYBF organized a G20 summit that brought together more than 200 young entrepreneurs (aged 18 to 40) and leaders of entrepreneurial organizations from G20 countries to exchange ideas and establish international networks and partnerships that will help drive sustainable global economic growth.*

We as CityEvents were attending and assisting with the event, making sure everything was going on schedule. During this event I got to network meeting a lot of entrepreneurs from the G20 countries. Besides the English language, I got to use my other languages such as Dutch, Arabic and even the Somali language. This made the conversations easier and I got to learn more from the G20 entrepreneurs. I really enjoyed attending this event and was definitely experience to remember.

This internship was definitely beneficial for me and I'm grateful and thankful that I got to experience and learn many things.

## **6.2 RECOMMENDATIONS**

### **6.2.1 RECOMMENDATIONS FOR THE INTERNSHIP COMPANY**

CityEvents is a great learning company for interns. CityEvents is a small company and helps interns improve and develops their skills. I would recommend CityEvents to keep hiring interns with different educational background, to help build and improve the company with the knowledge they gained from their studies.

### **6.2.2 RECOMMENDATIONS FOR THE UNIVERSITY**

The part that I found most interesting during my internship is the social media. During my studies I mostly learned how to use the "Traditional" communication tools such as TV, radio and magazines for promotional activities. Even when describing the use of internet during projects, we only describe the use of an internet website.

Working for CityEvents has changed my perceptions of the importance of internet and the online social media communication tools. The communication tools TV,

radio and magazine are of course effective if you have the necessary budget. But at CityEvents I learned you can promote events creatively by just using the social media tools.

*That is why I'm recommending my university to introduce a social media course, where the students learn the basic online tools that are needed to market.*

Research and studies have shown that young generations use social media tools such as twitter, Facebook and LinkedIn for both personal and professional use. More businesses are using social media to identify themselves by increasing awareness within the target markets. They are also using social media to connect, network and attract customers.

During my communication education, I studied different communication aspects such as marketing communication, advertising, PR, media, written communication, information, organisation and management. And during my internship, I have seen all these aspects in the social media.

Before studying my communication education, I choose before that to study Communication systems. It was a fairly new education that is introduced to our university in The Hague. It was similar to my Communication education. The only difference studying Communication systems is that you learn how to apply communication in modern systems such as website, audio and videos.

After a year studying Communication System, I switched in my 2<sup>nd</sup> year to Communication. By doing that, I thought the communicating through systems was not that important.

Now after following an internship where communication through the social media tools is important. I realize I may have made mistake by changing my education. Luckily, I have followed internship where I learned the basic knowledge of communicating through social media tools.

Unfortunately the communication systems education does no longer exist in our university. It is been cancelled due to the lack of interest by the students.

I am suggesting re-introducing the Communication system education. With technology of today in computers and social media integrated mobiles, communicating through systems is the future. That is why the Communication education that I'm following has to be revamped, teaching the students more about communicating through systems and using the social media tools in Marketing and PR and all other communication fields.