



## EVENT MANAGEMENT AND DIGITAL MARKETING INTERNSHIP

REF. NO. 791

### About us

Based in Mayfair, London. We are a young conference business that produces content superior events targeted at senior-level executives in major organisations. We are looking for bright individuals to support our marketing and operations team.

Our overriding objective is to contribute to solving the greatest challenges businesses, governments and institutions face. By helping executives find better ways to work and becoming their trusted source of knowledge, by producing the best events at the best standards. We are dedicated to researching best practice, addressing problems one else has, and sharing this with our clients.

Knowing we are solving the challenges and issues that matter is our guiding force, our inspiration and our purpose.

### Number of employees

10

### Tasks

- Managing company's corporate and event site content management systems.
- Managing the company's registration system.
- Managing the company's inbound marketing system.
- Using Photoshop to design Email Campaigns
- Managing Company Social Media Campaigns and Groups
- Various Event Management Duties
- Desk & Telephone Research
- Various Marketing Duties
- Various Office Administration Duties
- Involved in all operational aspects of a start-up business unit.
- Assisting with processes involved in staff recruitment and office set-up.
- Managing industry networking group
- Locating venues and event service providers.
- Working very closely with production, sales, marketing, and event management to maximize all opportunities and producing detailed briefs for the same.

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- Identifying strategic partnerships, with all the potential channels, both off-line and on-line to our market in order to promote an event in the form of direct mail, inserts, email campaigns, features, articles or advertising.
- Hotel contract negotiation with sleeping rooms commitment at 30% of meeting space forecast
- Locating and building databases.
- Merging and qualifying existing databases.
- Desk research, and qualify sources listed in the marketing brief.
- LinkedIn research.
- You will assist in managing on-line marketing for conferences. You will look to create reciprocal banner ads to compliment the overall marketing campaign.
- Implementing Partnering Deals.
- Compiling survey results.
- Managing the Sponsors and Exhibitors and ensuring all their respective benefits are implemented.
- Post events on on-line calendar listings.
- Producing post event reporting and analysis.
- Database Qualification

## Skills needed

- Degree Level Education. Business Administration, Marketing, Digital Marketing & Design or Event Management a strong advantage.
- Happy to work in 2-4 person small local office in Borehamwood. Most of our team are located around the world, in particular North America.
- Local to office, an advantage.
- Advanced Level knowledge of Office Applications i.e. Word, Excel, PowerPoint & Photoshop.
- High Energy, Resilient, Proactive, Solution Focussed, Well Organised, Motivated, Hard-working & Optimistic. Can work to deadlines, work out complex problems and find solutions on your own initiative. Learn on the job.
- Exceptional & Professional Telephone Manner.
- Presentable/Smart.
- Excellent interpersonal skills and the ability to impact greatly when speaking with senior level figures.
- Excellent Negotiation Skills
- Ability to self-learn and grasp new cloud-based software systems fast. Systems can include CMS, Marketing Automation, Design Tools, CRM, Project Management. You should have a natural fluency with software.
- Well spoken and the ability to talk to senior-level executives with confidence.
- Committed to a career within the B2B commercial conference industry.
- A good design eye. You have used design package such as Photoshop or PowerPoint.
- You have a strong understanding in inbound / content marketing strategies.

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- You have a strong understanding of managing Social Media Channels & Digital Marketing.

## Skills to be acquired

This is an opportunity for a bright individual to learn the workings of a professional services business. This is not your normal boring internship. This is an opportunity to stretch your abilities to the max, and learn all the key functions involved in business.

## Period

Minimum 2 months. Ideally 3-6 months.  
All internships can potential lead to a full-time role, if appropriate.

## Office languages

English

## Location

London

## Financial support

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## Office hours

Monday to Friday  
11.00am to 6.00pm