

Objectives

Learn basic public relations and marketing activities that generate tourism, conference, convention and leisure business. Learn office protocols, business etiquette, and customer service skills while assisting with a vibrant marketing communications operation.

Activities

Public Relations

- Assist with general public relations activities through a wide variety of media
- Assist with convention center public relations outreach
- Assist with uploading and updating content on key websites
- Assist with developing event advisories and press releases
- Assist with developing content for visitor e-newsletter
- Learn how to maintain contact and communication lists
- Learn how to develop media itineraries
- Assist with media and marketing sales familiarization trips
- Learn how to organize, manage and measure press clippings
- Learn the tools used for public relations
- Assist with social media efforts

Marketing

- Assist with the implementation of tourism marketing plans through the use of promotional materials, community programs and worldwide sales for convention and leisure business.
- Assist with documentation of projects, processes and programs.
- Participate in technical and non-technical development and training.
- Assist with general office administration.

Advertising

- Collaborate with creative team on marketing campaigns .
- Learn to research publications and request media kits

Timeline

Weeks 1-16

Assist with administrative office duties while gaining an overview of public relations activities.

- Learn to operate printers, copiers, faxes, postage meters and other office equipment.
- Learn to respond appropriately to email inquiries and information requests.
- Provide project assistance – assist with various marketing and public relations projects as needed.

Weeks 3-16

- Learn how to write various press releases and event advisories
- Learn how to use e-mail marketing software
- Learn how to build a press clip book
- Learn how to build media itinerary
- Learn how to use a media database
- Learn how to use a press clipping service
- Learn how to research editorial calendars and story opportunities
- Learn how to develop a press kit



Acknowledgment

I voluntarily acknowledge that:

- The training program conducted by SMG Palm Springs offers general training and is not designed specifically for employment with SMG Palm Springs.
- Persons participating in this training program are unpaid trainees and are not employees of SMG Palm Springs. There is no guarantee of employment after completing the training program. Qualified persons may or may not be considered for employment at the option of SMG Palm Springs.
- Trainees do not receive, and are not entitled to receive, any wages or benefits for participating in or completing the training program.
- Any work that trainees perform while participating in the training program is voluntary and for the purpose of learning new skills. SMG Palm Springs will not receive any immediate or direct benefit from this work.

Signatures

I understand and agree with the terms of this Unpaid Trainee Acknowledgment.

Signature of Trainee: _____

Print Name of Trainee: _____

Date of Signature: _____



Terms of Agreement Under Internship or Work-Study Program

This document confirms the terms of agreement, the responsibilities of the company, the student intern and the academic coordinator in regards to the internship program. This document also confirms the start and end dates, any requirements and projects, and the evaluation requirements of the particular internship.

SMG Palm Springs Responsibilities

- To provide the student with an adequate orientation to the company's structure and operations, policies and procedures, including dress codes, office hours and any other pertinent concerns.
- To introduce the student to appropriate staff members.
- To provide the student with the resources necessary to accomplish his or her learning objectives.
- To afford the student the opportunity to participate in appropriate office and professional functions, including meetings, conferences, projects and other personnel or management functions.
- To assign and supervise the completion of tasks and responsibilities that are consistent with the student intern's role in the company.
- To submit a final and comprehensive evaluation of the student's performance at the completion of the internship term.

Student Responsibilities

- To adhere to all company policies and procedures.
- To provide proof of Insurance coverage for the duration of the Internship.
- To assume personal and professional responsibilities in all assignments and activities.
- To maintain a professional relationship with company employees and clients.
- To utilize a courteous, enthusiastic, open-minded, critical approach to policies and procedures within the workplace and the industry.
- To relate and apply knowledge acquired in the academic setting to the company setting.
- To prepare for and utilize conference and other learning opportunities supported by the company.
- To be consistent and punctual in the submission of all assignments and evaluations.

I, _____, have read in full and understand the above list of responsibilities. By signing this document I hereby acknowledge my responsibilities under the terms above and my obligation to fulfill all my responsibilities to the extent of my abilities.

Signature

Date

Terms of Agreement

Intern's Last Name _____ First _____ MI _____

Dates of Internship: from _____ to _____ or semester _____

Title of Position: _____

Number of Credits that will be earned at completion: _____

Instructor's Name: _____

Instructor's Phone Number: _____

Name of Learning Institution: _____

Intern's Weekly Work Schedule:

Total Hours per Week: _____

Daily Schedule:

Day	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Start							
End							
Total							

Intern Signature

Date

Supervisor Signature

Date

Instructor Signature

Date