

Sharing Our Success (SOS) Submission Form

Chapter Name: Buffalo Niagara

Chapter Membership Size: Small (Less than 100)

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Chapter Board Position: VP of Chapter Services

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Submission Title: Event Planning Student Internship

What did you do? (a 2-3 sentence summary of your effort): Our successful Hybrid Conference was organized with the help of an event planning college intern. The intern received membership to the BN Chapter and 120 hours of work experience for the semester. They worked closely with the Special Projects Chair(s) in all aspects of the conference, from planning to post-event assessment. Their duties included communicating with program speakers, managing logistics and venue, generating buzz through creative publicity on email, web design, and social media, and collecting post-event feedback.

Who benefitted from this effort (Target Audience) Check all that apply:

- Chapter Members
- Board Members
- Chapter Volunteers
- Chapter Sponsors
- Chapter Partners
- Potential Chapter Members
- Non-Chapter Members
- Consultants

Why did you do it? What chapter needs were addressed? To reduce the burden on our chapter members and leaders and to strengthen our ties with local colleges and communities, we enlisted the help of an Event Planning College Intern for our Hybrid Conference. Our investment in the intern provided valuable hands-on experiences and demonstrated our commitment to supporting students' professional development. With their assistance in planning and organization, we avoided burnout and focused on delivering an exceptional event.

What were the measurable outcomes? (May include data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)

Our membership increased, boosted by a successful conference that garnered high attendee satisfaction. Our chapter's publicity has flourished, and we've formed promising partnerships with colleges and universities.

What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)

To hire an Event Planning College Intern for your hybrid conference, you can follow these steps:

1. Define internship requirements: Determine the specific responsibilities, skills, and qualifications you seek in an intern. Consider the tasks they will handle, such as event logistics, vendor coordination, communication with attendees, and technology management for the hybrid setup.
2. Create a detailed internship description: Draft a clear and concise job description that outlines the internship's purpose, key responsibilities, qualifications, and any specific requirements related to your hybrid conference. Highlight the opportunity for hands-on experience in event planning and mention any desired skills like communication, organization, and problem-solving abilities.
3. Advertise the internship opportunity: Contact local colleges, universities, and event planning programs to promote your internship opportunity. Contact career services departments, post on college job boards, and consider attending career fairs or networking events related to event planning or hospitality management.
4. Utilize online platforms: Advertise your internship on online job portals and venues that cater to internships or entry-level positions. Websites like LinkedIn, Indeed, Glassdoor, and intern-specific platforms like InternMatch or WayUp can help you reach a wider audience.
5. Engage with professional associations: Connect with professional event planning associations or organizations that have student chapters or offer resources for students. These associations often have job boards or communication channels where you can advertise your internship opportunity.
6. Review applications and conduct interviews: Screen the applications you receive, shortlist candidates based on their qualifications and experience, and invite them for interviews. During the interviews, assess their skills, passion for event planning, and compatibility with your organization's culture.
7. Assess relevant experience or coursework: Evaluate candidates' prior experience in event planning or any related coursework they may have completed during their studies. Look for individuals who have shown interest in event planning or have gained relevant skills through coursework or extracurricular activities.
8. Consider hybrid event experience: While optional for an intern, previous experience with hybrid or virtual events can be beneficial. Candidates who have participated in or helped organize virtual or hybrid events might better understand the technology and logistics involved.

9. Provide a structured internship program: Design an internship program that provides a structured learning experience for the intern. Create a clear outline of their responsibilities, projects, and learning objectives. Assign a supervisor or mentor who can guide them throughout the internship period.

10. Offer competitive compensation or benefits: Determine an appropriate compensation package for the intern, considering factors such as the duration of the internship, the complexity of tasks, and prevailing market rates. Additionally, provide any benefits you can offer, such as networking opportunities, training sessions, or opportunities for professional development.

11. Complete necessary paperwork: Once you have selected an intern, complete any required paperwork, including an internship agreement or contract, and address any legal or administrative requirements for the intern to work with your organization.

12. Onboard and train the intern: Once the paperwork is complete, provide a comprehensive onboarding process to familiarize the intern with your organization, the conference objectives, and their specific responsibilities. Offer training on any software or tools they will be using and provide resources to help them succeed in their role.

Remember to comply with any local laws or regulations related to internships, such as minimum wage requirements or labor laws, to ensure a fair and legal working arrangement for both parties.

By following these steps, you can attract and hire an intern who is enthusiastic about event planning and capable of assisting you in organizing your hybrid conference.

Is there anything you would do differently?	No
When did you start working on this effort?	Jan 01, 2021
When did this effort go live?	Jan 01, 2022
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	140
What resources did you use? Check all that apply:	Volunteers Board Members
How many volunteers were you able to recruit?	8 volunteers 1 intern
Which board positions were involved in the effort?	All if them
Do you have any additional insights to share with other chapters implementing this effort?	Not at this time
Please attach any documents that help support this submission. It is highly encouraged to submit editable files (ex. Word, Excel, etc): (additional documents and documents over 2MB should be sent to sos@td.org)	https://www.formstack.com/admin/download/file/14631978138
How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:	Chapter Leader
Would you be willing to apply to present on this submission at the ATD Chapter Leaders Conference (ALC)? *Request for Proposals (RFPs) open in May of each year at td.org/alc. Selected session facilitators receive complimentary registration.	Yes
email_consent	true