Event Planning Internship
School Year 2019-2020

About Association Management Inc

Association Management Inc (AMI) is where leaders and members of success driven associations receive administrative expertise and development support needed to maximize their potential and realize their vision.

AMI oversees over 35+ professional association clients in a variety of different capacities, including but not limited to organization management, meeting and event planning, marketing and communications, and membership development.

Eligibility

The internship program is designed for incoming sophomore, junior, or seniors that are current undergraduates with the goal of entering a career in event planning, marketing, communications, or business. Paid Internship: $500 stipend per month plus pay for events.

Responsibilities

This internship provides the opportunity to learn about running an association, marketing, communications, and special events planning. This position reports to the CEO, the various Executive Directors and respective committees that is responsible for implementing meetings and special events, strengthening all our associations brands through targeted communications, cultivating members, and building relationships with corporate sponsors. Participation in this opportunity in intended to help the intern gain skills and hands-on experience in communication, marketing, event planning and an overall understanding of running an organization.

Primary Tasks:

- Facilitating membership initiatives and special events execution
- Procuring in-kind donations for use in upcoming auction, raffles, and member events
- Recruiting and managing volunteers
- Develop marketing plans on executing events, gaining public support and participation
- Setting and reviewing strict budgets for member programs including both expenses and dollars to raise for a profitable event
- Identify, research and compile data on members and sponsors
Create and develop media outreach related to special events and other member programs
Work on-site at AMI events
Interacting with members in a variety of professional industries

Skills to gain:
- Marketing, sales, event planning, and communications experience
- Ability to organize and implement meetings special events
- Prospect new corporate sponsors and attain budgeted goals
- Develop strong organizational, communication, verbal and written skills
- Budget analysis and goal setting
- Extremely comprehensive understanding of professional associations

Requirements:
- Interest in the following fields: business, non-profit, fundraising, event planning, marketing, and/or communications
- Team Player with a willingness to learn
- Good communication skills
- 15 to 30 hours per week; there is flexibility in time schedule
- Incoming sophomore, junior or senior (undergraduate) pursuing a degree in marketing, public relations, communications, business, or hospitality