



Global Spectrum Inc.

Internship Program at the North West Georgia Trade and Convention Center

Company Overview

As the fastest growing venue management firm in the world, Global Spectrum provides innovative leadership for public assembly facilities, including arenas, civic and convention centers, stadiums, ice facilities, equestrian centers and theatres looking to privatize. As a subsidiary of Philadelphia based Comcast-Spectacor, Global Spectrum also operates two other businesses, Front Row Marketing and Global Spectrum Asia, Ltd. In addition to Global Spectrum, Comcast Spectacor maintains ownership of the Philadelphia 76ers (of the NBA), Philadelphia Flyers (of the NHL), the Wachovia Center, the Wachovia Complex, and Comcast SportsNet.

History of the Facility-

Among the 143,000 square foot facility are 2 exhibit halls that make up the Astroturf Arena, 2 banquets halls, 9 meeting rooms, a 230 seat lecture hall theatre, and an executive board room, The Astroturf Arena naming rights were acquired by Astroturf Company in 2003. Since opening, the facility has played host to events the likes of Bob Dylan, The Lipizzaner Stallions, Papa Roach, WCW and former Vice President Dick Chaney among others.

Program Description-

We offer a fourteen week long program with start dates in May, September, and January. While your course requirement may be only 12 weeks long, we ask that candidates be willing to remain on for a few additional weeks to better fit the demands of our event season cycle. Our internship program is constantly seeking self motivated individuals looking to get a foot in the door and develop professional skills. Likely candidates should be students looking to fulfill course credit work by gaining experience in the area they are most interested in pursuing career advancement. Part time positions are available, however full time contributors completing practicum and internship requirements are strongly preferred. Interns will be expected to view their time with us as an ongoing interview process. This means they are subject to meet all requirements as a full time employee would, including observance of the company calendar. *All positions are unpaid.*

Career Opportunities-

Global Spectrum is a rapidly growing organization within the facility management industry. There are constantly opportunities to reward those that are willing to work hard. It is no secret that the organization prefers to promote from within. Interns stand to gain experience in all facets of running a multimillion dollar building, including marketing, sales, ticketing, event management, and operations. This allows students to determine the area they are most interested in pursuing and provides valuable insight into future career development. Successful interns are often welcome back to pursue additional work in other departments. A professional approach will be required at all times with emphasis placed on punctuality, presentation, attitude, and accountability.

Marketing Internship

Summary: Coordinate, implement and work on projects that will encompass plans for the event season at North West Georgia Trade and Convention Center. Assist the Director of Sales & Marketing, Sales & Marketing Manager and Events Managers in completing tasks necessary for the overall campaign for the upcoming season.

Reports to: Director of Sales & Marketing, Sales and Marketing Manager, Events Managers

Requirements:

- Working knowledge of Word, Excel, PowerPoint and Photoshop
- Basic Knowledge of the Spanish language
- Know how to effectively use the internet for research
- Strong writing and communication skills
- Must be assertive, outgoing, creative, hard-working, resourceful, independent thinker who is greatly interested in working in Sports/Entertainment/ Event Marketing
- This is a unique opportunity to learn what goes into a comprehensive marketing campaign for the largest venue in Northwest Georgia with a full summer season of events.

Job Responsibilities:

- Research various projects that will require making phone calls, faxing, emailing, searching the internet, and conducting meetings with various individuals within the market.
- Corresponding with show promoters to gather various information about upcoming shows
- Interact with marketing and building staff when working on various projects
- Attend any marketing meetings that will be beneficial in completing tasks
- Represent arena at booths/tables at festivals, fairs and other events with high traffic to publicize arena and events
- Data entry for Cyber Club
- Go out into community to flyer, poster, create relationships with various retailers and get the word out about the arena *This will include hours worked outside of 9-5, M-F*
- Work non-traditional hours as tasks warrant
- Writing press releases and media advisories
- Helping to create and deliver media drops
- Gathering event news clips
- Updating Media lists
- Brainstorming and executing PR event ideas
- Helping in grassroots efforts
 - Distributing fliers
 - Hanging posters
 - Coordinating marketing table at PR events
- Assisting with Media at events
- Covering the front desk, when needed
- Other duties assigned

Accountability: Carry out assigned tasks to help achieve the overall goal of a successful season.

**** THIS IS AN UNPAID INTERNSHIP. ****

To Apply:

Please send resume and cover letter to:
Tiffany Sun, Sales and Marketing Manager
North West Georgia Trade and Convention Center
2211 Dug Gap Battle Road
Dalton, GA 30720
Email: tiffany@daltontadecenter.com
Fax: (706) 278-5811 (be sure to include fax cover sheet)