

S.H.E. Agency, LLC

Internship Package



Welcome to the future of Public Relations and Special Event Planning with a unique twist! S.H.E. Agency—Style.Hot.Energy. This concept was created with a vision to promote memorable and delightful experiences while making an impact in the communities and lives we serve in the River Region. S.H.E. Agency is an equal opportunity business making its services available to help customers plan events by challenging the norm and altering the concept of event planning while delivering the ultimate experience.

Birth of S.H.E. Agency

S.H.E. Agency was created with a vision to promote memorable and delightful experiences while making a positive impact in the communities and lives we serve in the River Region. This vision began in 2008 with the goal to create events that represents *Style.Hot.Energy*. The dream became a reality in February 2009.

Mission

To plan and promote lasting experiences with a unique twist while making an impact in the communities in which we live and serve.

Sampling of the types of events we plan every year:

- | | |
|---|---|
| 1. Fundraiser and Scholarship Events | 10. Political Rallies |
| 2. Ceremonies, Banquets, and Receptions | 11. Fashion Shows |
| 3. Seminars and Conferences | 12. Product Launches |
| 4. Themed Events and Celebrations | 13. Book Signings |
| 5. Community Engagement Events | 14. VIP & Group Transportation |
| 6. Corporate Meetings and Retreats | 15. Public Relations Representative |
| 7. After Hours Network Socials | 16. Newsletters and E-mail Blast |
| 8. Seminars, Workshops, and Conferences | 17. Brochures, Press Releases, Programs, and Fliers |
| 9. Themed Events and Celebrations | 18. Motivational Speaking Engagement |

S.H.E. Agency Internship Program

An S.H.E. Agency internship offers a wealth of on-the-job-experience that will complement your classroom learning and bolster your resume. S.H.E. Agency interns gain first-hand insight into public relations field and the day-to-day functions of an agency. This non-paid internship will enable students to develop confidence and marketable skills in a real life business setting.

What You'll Be Doing!

S.H.E. Agency interns get to experience the full breadth of Public Relations and Special Events work. You will play an important role in building and expanding the brand of S.H.E. Agency while having the opportunity to network with S.H.E. Agency's partners and clients. Responsibilities include:

- Researching and compiling media lists
- Phone pitching
- Arranging media appointments
- Writing press releases and newsletter articles
- Promoting events
- Sending out e-mail, snail mail, and fliers
- Assembling Client Reports
- Assisting with S.H.E. Agency and Client events

What We Are Looking For

S.H.E. Agency is looking for outgoing, articulate students who are conscientious, hard-working, have good writing skills and, most importantly, have a hunger to learn and get ahead! Must be enthusiastic, highly organized, self-motivated, be able to demonstrate leadership and problem solving skills, and be passionate about marketing and event planning. Also, have the ability to work some weekends and evenings. A major in communications, public relations, journalism, English, marketing, business, or graphic design is desired but not required. **Must be a current student at the college sophomore, junior, or senior level of study.**

What You Need To Know

S.H.E. Agency offers internships all year round, starting each season: Summer, Fall, Winter, and Spring. This is an unpaid internship. S.H.E. Agency will work with students to ensure they receive college credits for their work if applicable at their college. Interns must be available for a minimum of 10-15 hours per week. Interns must be available to work S.H.E. Agency events as required. Interns will also be required to submit weekly reports.

How To Contact Us

To apply, please submit **1) cover letter, 2) resume and 3) short writing samples (optional)** together to:

S.H.E. Agency, LLC
P.O. Box 240933
Montgomery, Alabama 36124
Or email package to internship@sheagency.com

