NOTE: Students are to include all of the information on the work plan template, but the contact information appearing at the top and the compensation info at the very bottom are specific to the student and does not appear on these examples

**Agency Description**:

The Greater Raleigh Convention and Visitor’s Bureau is located in downtown Raleigh and serves as a convention center for the greater Raleigh area. They are the official source for Raleigh area visitors and event information. They promote all types of visitor business from business conventions to leisure travelers for Raleigh and Wake County. They have around 22 employees and 12 board of directors. They have had interns in the past from NC State’s PRT program.

**Internship Description**:

Responsibilities and projects throughout the internship will be to help the intern gain knowledge in each of the departments and areas of the CVB. Some projects may include:

1. Convention Services (30%)
   - Assist in servicing larger meetings and sporting events scheduled during internship time.

2. Visitor Information Manual (25%)
   - Update existing visitor information manual
   - Research new potential information that would be important to a visitor
   - Compile information
   - Oversee process from beginning through distribution

3. Ambassador Program (10%)
   - Assist with information booth at civic events, conferences and conventions
   - Serve as Ambassador at information booth if needed

4. Annual Luncheon (10%)
   - Assist services department as needed in planning GRCVB Annual Luncheon

5. Phone Duty (5%)
   - Provide relief to visitor information specialist (receptionist) when needed during breaks, lunch, and vacation days, etc.

6. Occupancy Study (5%)
   - Assist in mailing, follow up and distribution of Wake County hotels monthly occupancy reports

   - Other Departments (5%)
     - Will be provided opportunity to learn about other CVB departments by meeting with directors and working on various projects as needed

Additional- (10%) In the communications and marketing department tasks could include research data collection and entry for website and assistance with public relations and marketing projects. In the sales and tourism marketing department tasks could include database development and research. In the sports marketing department the intern will just assist as needed.
**Internship Outcomes:**

Through this internship I will gain knowledge of the different departments of a convention and visitor’s bureau and what specific tasks they each do to contribute to the agency and the daily operations. Theresa Tyler will be supervising me to help me to learn vital aspects of each department and add to my experience and development. I will be able to meet many people who can add to my knowledge and be valuable contacts for the future.

- By servicing large meetings I will be able to gain knowledge about their operation and setup.
- Through updating the Visitor Information Manual I will be able to see the finished product of my work, gain research skills, improve organizational skills, and gain more responsibility.
- The information booths experience will allow me to learn important information and be able to help others and improve communication skills.
- Assisting with the GRCVB Annual Luncheon will improve my planning and organizational skills.
- When on phone duty I will gain receptionist skills as well as communication skills.
- Through the occupancy study I hope to build on my research skills and see the inner workings of occupancy reports.

Through assisting with the different departments I will improve my planning, time management, communication, and administrative skills and gain knowledge of each different department and their tasks.