My Job Description

- Duration: 8 Weeks, June 15, 2015 – August 7, 2015
- Location: Beijing*
- Main Responsibilities:
  - Market Research: Finding background information on various performing groups in order to make educated proposals for their upcoming activities.
  - Project Logistics: Working out the details and proposing ideas for various upcoming projects including the promotion of multiple singing groups (i.e. Karen Mok and Bon Jovi), an inter-bank basketball tournament, and a soccer association.
  - Project Management: Helping with the facilitation of promotional events including the management of staff at the event.
  - Translation: between English and Mandarin to ease communications between our offices and our partnerships. Documents include but are not limited to presentations, press releases, media articles, etc.

*Interns normally work at both the Beijing and Shanghai office, but I asked specifically if I could stay in the Beijing office for the entire duration of my internship and they agreed.
The Office

- China Life Tower, 17th Floor
- Closest Subway Station: ChaoYang (Line 2)
- Nearby:
  - U-Town
  - San Li Tun
  - Galaxy Soho
  - Worker’s Stadium
Sample Day in the Life

- 8:00 AM Wake Up, Morning Exercise, Breakfast
- 9:30 AM Leave the Apartment for work
- 10:25 AM Get into the office and sort out e-mails
- 11:00 AM Start working on projects, mostly using Word and Powerpoint
- 1:00 PM Grab Lunch at U-Town (a mall) next door with co-workers
- 2:30 PM Meeting with our MasterCard client to go over the current status of our various projects
- 5:00 PM Head back to the office and get started on making changes or developing on the current plans
- 6:30 PM Get off work and walk around the city for a bit
- 7:30 PM Go home and make dinner, maybe watch some Chinese dramas
- 11:00 PM Sleep
Most Rewarding Aspect of the Job

- Out of everything, I was very happy with the level of responsibility that I was given at my internship. I was also extremely pleased with the amount of freedom I had in my work and the respect that the other coworkers had towards my ideas. I was grateful that they treated me more like another full time employee rather than an intern. In addition, I enjoyed the range of material for the projects I was given, so the work never became too tedious or monotonous.
Sample Work Projects

2015 Wan Shi Da Ren Cup Activation Plan

CORPORATE BRANDING CASE STUDIES
Audi R8 LMS Cup
THE CHALLENGE

万事达卡金地广场活动方案

BON JOVI
A Concert at MasterCard Center
Sponsorship Proposal
Impact on Career and Academic Plans

- What this internship showed me:
  - Work Environment in China
  - The Sports and Entertainment industry

- Impact on academic and career plans: Through the summer, I gained an invaluable insight into not only a completely foreign industry, but also a new working environment that I previously had no idea about. Though I do not know if I will continue to develop my career in China post graduation, I think that this summer has given me experience with which I can use for future reference.
Cultural Impacts

- Standout differences Beijing had with any other city include:
  - The population
  - The people's culture
  - The level of development and the spectrum of socio-economic tiers present

- The contrast between Beijing and other cities I have lived in shocked me at first and was a bit difficult to adjust to. As I began to understand the culture more, I was able to comprehend some of these differences. This summer has given me a greater appreciation of Chinese culture. It has also taught me a lot about my own background and how I have been affected by this part of my culture.
Exciting Beijing Sites

- Fragrant Mountain
- The Great Wall
- XiDan Shopping Center
- SanLiTun TaiKooLi
- ChaoYang Park
Thank You