

# Internship Application

## The Mission of A Memory Lane Event

To assist with all aspects of our clients events, encourage our overwhelmed, confused and frustrated clients who are entrepreneurs and individuals to ensure happy, delighted and contented clients whose reputations elevate because of their anticipated event that creates a sense of wow factor and abundance with a shared attitude of gratitude among all who attend, including our staff. We focus on those who want to enjoy life and understand the value of celebrating their lives and our clients and/or vendors who are highly involved in growing their business; celebrating successes, but choose to not plan their special occasion themselves.

## *Apply by Mail or Email*

Submit your resume, a well constructed cover letter and this internship application to Sharon Douglass via email. This application should reflect your interest in serving with A Memory Lane Event based upon your skills, experiences and passions.

Email: [info@amemorylaneevent.com](mailto:info@amemorylaneevent.com)

Mail to: Sharon Douglass  
A Memory Lane Event  
17689 E Layola Dr.  
Aurora CO 80013

## *Requirements for Application*

Your application should include the following:

- a. Internship Application
- b. A current resume
- c. One page letter/statement of intent that describes why you are interested in an internship position with A Memory Lane Event
- d. Three references with contact information

## *Frequently Asked Questions*

### **1. What will my responsibly be as an intern with A Memory Lane Event?**

- a. As an intern, you will be involved in every aspect of the marketing process and event &/or wedding planning process. Interns are expected to be involved in every aspect of the marketing plan from development through implementation.
- b. All interns are unpaid; depending upon how you handle your responsibilities, and the effort you put forth – performance valuation will be done at the end of 30 days; with potential of advancement in the company
- c. As your responsibilities increase, you will be expected to attend and take meetings with prospective clients, vendors, gauge scope event, create menus, create rental lists, and order appropriately, invitation creation, execution of designer décor and floral designs, install of client(s) designer décor & floral designs, business marketing both on line and networking meetings, mass mailing production and client interaction all while maintaining a high level of professionalism.
- d. 2 times a month, mandatory meetings will be required for all positions to ensure that marketing, sales and event planning is taking place correctly for hands on experience. Attendance at tradeshow and company sponsored events will be mandatory.

**Most Intern Positions fall under these two categories:**

**Sales and Marketing Internship** - As an intern, you will be involved in every aspect of the marketing process and event &/or wedding planning process. You will attend marketing meetings, helping to devise, develop, prepare, implement, and execute all marketing plans for all social media, blog, email, print, face to face (small and large trade show) and mass marketing materials for several marketing projects. In addition, you will handle outgoing and incoming calls as part of marketing strategies to set up sales meetings for clients. You will be involved in Sales as part of the marketing internship to evaluate what marketing strategies are working and what needs to be changed to achieve better results. Interns are expected to be involved in every aspect of the marketing plan from development through implementation.

**Event & wedding planning assistant internship** - As an intern, you'll be expected to work 20 plus hours per week. In addition, mandatory attendance of staff meetings plus your participation in preparation for as well as active working the booth at all tradeshow is required.

**2. What skills should I make sure that I have before starting the internship program?**

a. Interns should consider themselves self starters, creative, initiative-takers and consider themselves “a people person”. Interns should also be highly organized and have a cheerful, friendly, upbeat outlook with natural leadership qualities.

**3. How many hours per week am I expected to commit?**

- a. As an intern, you'll be expected to average 15 to 20+ hours per week depending upon company projects and scheduled events.
- b. If your work effort is good, you're a good fit with the company and you're producing new clientele; you can expect to be compensated and asked to take on more responsibility and hours.
- c. Your hours and days will be arranged according to your schedule as well as the schedule of A Memory Lane Event.
- d. Weekly timesheets will need to be filled out according to the duties that you performed that week

**4. Will I be compensated for my Internship?**

- a. Interns will be financially compensated only during any event execution. All other hours will count either as class credit or industry experience.
- b. 90 days after your intern start date; a review will be done to evaluate and discuss your potential of moving up, taking on more responsibility and moving up to commission based positions.

**5. What kind of support and trainings are provided?**

- a. You will have the opportunity to work directly with the owner and founder of A Memory Lane Event. Templates and form letters will be provided for some writing. Phone call scripts and scripts of client correspondence will be provided.
- b. You are expected to attend either the entire 3 class Spring or Fall session of the companies Group Wedding Planning classes for a total of 12 hours over three months. Consisting of a crash course in necessities for wedding planning and why you chose certain vendors over others for our clients.
- c. Attend networking events hosted by the company and networking/association meetings that the company is attending; seminars.
- d. Depending upon your initial skill set, your initial duties for the company and what you're in high school or college classes for; DVD training may also be available
- e. Weekly phone calls will be recorded; to include current projects and that week's duties assigned to you. Once you have listened to the phone call; you'll be expected to email or text a response back that you understand what is expected or with the details of your questions to complete your duties
- f. When due dates are given. The due date is the drop dead date of the project. You are expected to have your project completed a week prior to the drop dead date.

**6. What is the next step after my three months internship is over?**

- a. After the 90 day valuation and if you and we both agree that you're a great fit for the company and you're still very much wanting to make Event & Wedding Planning your career, you will start the internship process for part-time or full time employment, depending upon your college class schedule. This is a commission based position that is best for eager, initiative-takers and preferably those who want to stay with the company for a few years and really mold their skills to become great event and wedding planners. At this time, you will receive business cards of your own.
- b. Continued class credit is still available in this position.

c. Occasionally other types of paid positions are available such as office admin., receptionist and other type positions on a part time basis. However, you have to be a perfect fit for the company and be suited for the position.

Date \_\_\_\_\_ Signature \_\_\_\_\_

A Memory Lane Event's HR Dept  
17689 E Layola Dr.  
Aurora CO 80013  
[info@amemorylaneevent.com](mailto:info@amemorylaneevent.com)

## Internship Application

### Section 1 General Information

Full Name: \_\_\_\_\_  
Current address: \_\_\_\_\_  
City: \_\_\_\_\_ County: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Cell Ph: \_\_\_\_\_ home ph: \_\_\_\_\_  
Email address: \_\_\_\_\_  
SSN: \_\_\_\_\_

In case of Emergency, whom should we contact? \_\_\_\_\_  
Ph: \_\_\_\_\_ Cell: \_\_\_\_\_ Relationship: \_\_\_\_\_

### Section 2 Employment History

Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Hire date/ End date: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_  
Supervisor's Name, Title, Ph # \_\_\_\_\_  
Position & responsibility: \_\_\_\_\_  
\_\_\_\_\_

Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Hire date/ End date: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_  
Supervisor's Name, Title, Ph # \_\_\_\_\_  
Position & responsibility: \_\_\_\_\_  
\_\_\_\_\_

Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Hire date/ End date: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_  
Supervisor's Name, Title, Ph # \_\_\_\_\_  
Position & responsibility: \_\_\_\_\_  
\_\_\_\_\_

### Section 3 Interests & Comments

What adjectives would others use to describe you?

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Tell us what motivated you to apply for this internship?

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What experience do you have with event, party & wedding planning?

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What was your favorite college, life experience and how has it prepared you for this internship?

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Have you ever owned your own business? \_\_\_\_ yes \_\_\_\_No If yes, what was it & when?

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Are you fluent in any language other than English? And if so, what language(s)?

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What skills would you bring to A Memory Lane Event? (Please circle all appropriate boxes.)

Photography  
Graphic design  
Video production  
Network/IT/computer knowledge  
Web design  
Social Media  
SEO / profile connecting  
Event & Party Planning  
Wedding Planning  
Public relations  
Marketing  
Journalism  
Interior Design  
Communications

Other: \_\_\_\_\_

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**Section 4**                      **What dates & times are you available?**

**DAYS**                      **TIMES**

Mondays  
Tuesdays  
Wednesdays



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Don't forget to include the requested items.