

**Name Intern: Kiliana Debauche**

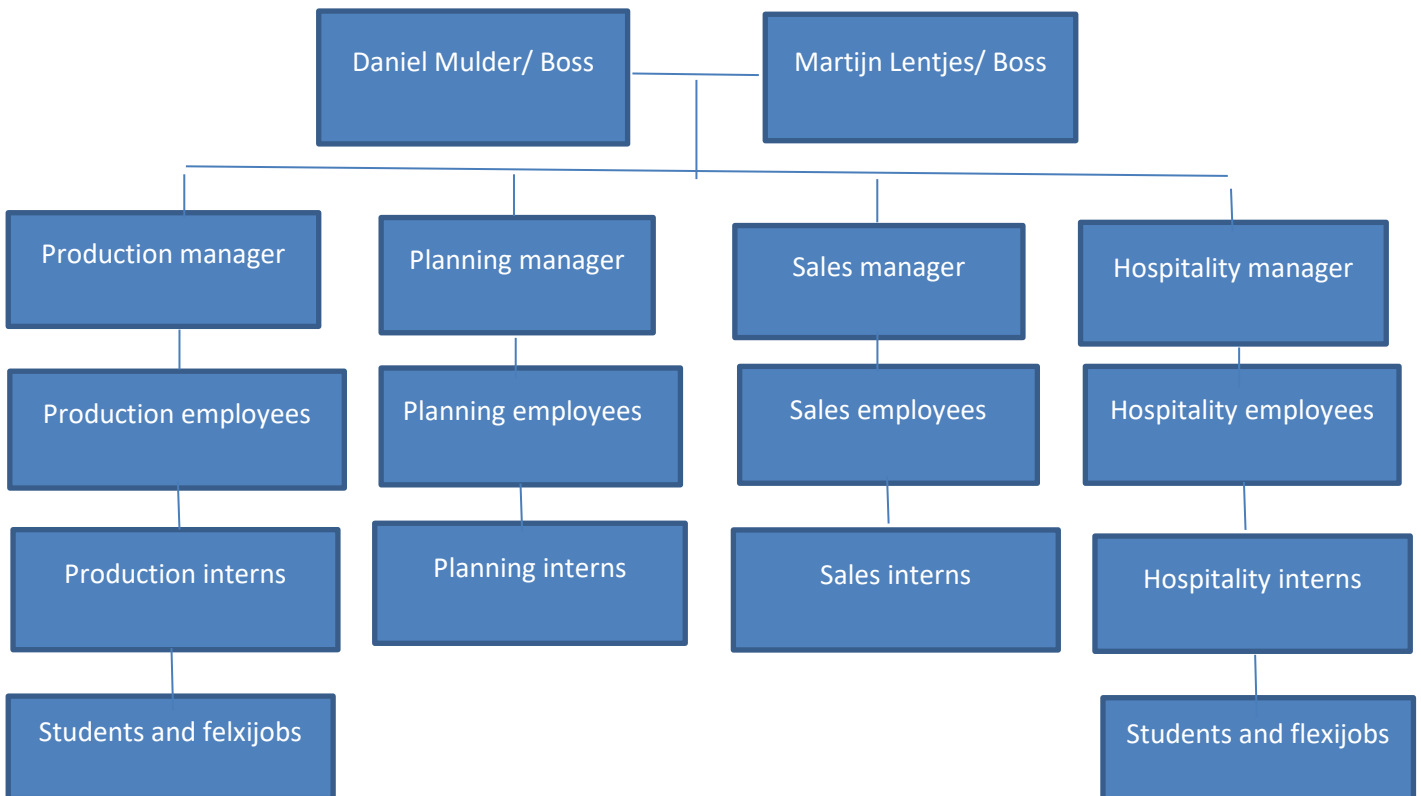
**Internship Company: Upevents**

**Internship Period: 25/03/2019 – 16/06/2019**

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**PART 1 = The Company/The Organization**

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**Organization/Company Chart**

### Short description of the Company/Organization

UP Events is an event company with team building activities, company parties, company outings, company festivals, and the best meeting arrangements for companies. UP Events organizes activities at their own location in Amsterdam West and throughout the Netherlands at the location of your choice. UP Events offers team building activities, city games, creative workshops, sporting activities, company outings and much more. UP Events is also the specialist for large Room Escape groups. Not only companies come here, but you can also come here with your family to participate in an activity. Children come here for birthday parties, companies for fun meetings and families for a fun family outing.

### Market situation of the Company/Organization

#### Regional

UP Events mostly depends on their regional market. Most people that come here are local companies. And if there are families or birthday parties these are also people who live close by.

#### National

UP Events also has a big national market, because there are companies all over the Netherlands that come here for meetings or teambuilding activities.

#### International

They also have an international segment but this is pretty small. Mostly during the weekends there are people from everywhere over the world who come here for bachelor parties or a fun weekend out.

### What's the position of the internship within the Company/Organization

An internship in this company doesn't seem that different from the normal employees here. The first week that I worked here, I didn't notice the difference between an intern and a normal employee. So the position of an internship in this company is pretty important. Every intern gets his own tasks and has to be responsible for it and make sure that he/she does a great job at it.

### Tasks to be carried out as an intern

We have 4 different departments at the office section of the company. **Production, Hospitality, Sales/marketing, and planning.** In every different department there are different tasks and responsibilities. In my department, which is **production**, the interns are responsible for everything that happens with the activities that we offer. So we have to make sure people know how to give an **activity**, how to prepare everything, how the activity has to

be organized and where to put all the things needed for the activity. I have to make sure that everyone sends a report after having played an activity and in these **reports** people can let the office know if there is something broken, or something went wrong or if everything was okay. Like this the office can keep record of everything and we can change some activities if they are not fun enough or too long, or not safe,... Other things we do is making risk analyses for all the activities and also making decoration or painting/ building stuff for activities. At the office we have to keep all the documents in one place for everyone to find and keep everything updated or make new documents to make things easier. We are also responsible for the storage of all the things needed for an activity. In the production department there is a **mixture of working in the office and outside** on the terrain.

## **PART 2 = SWOT-analysis of the internship**

<p><b>S</b></p> <ul style="list-style-type: none"> <li>- connections in another country</li> <li>- Making connections with big companies</li> <li>- Interns are treated the same as other employees</li> <li>- a lot of social contact</li> <li>- very fun and a nice energy</li> </ul>	<p><b>W</b></p> <ul style="list-style-type: none"> <li>- Too many interns in the same department</li> <li>- Almost always talking Dutch, no English</li> <li>- not very international</li> <li>- pretty easy tasks, not very challenging</li> <li>- I didn't expect that many cultural differences</li> </ul>
<p><b>O</b></p> <ul style="list-style-type: none"> <li>- Every intern gets offered a job after the internship</li> <li>- international connections for later life</li> <li>- experience in another country</li> <li>- I can learn about the cultural differences</li> </ul>	<p><b>T</b></p> <ul style="list-style-type: none"> <li>- Everything is too local</li> <li>- I can't practice my English or other languages</li> <li>- People here don't always understand me</li> <li>- There could be some cultural differences</li> </ul>

**PART 3 = SWOT-analysis of the education programme in relation to the internship**

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<b>S</b> - Being able to speak English gives me an advantage here  - Opportunity to go abroad	<b>W</b> - my education didn't prepare me for this internship  - not enough help from school
<b>O</b> - I learn how to work in an event business  - giving feedback to Thomas more about education	<b>T</b> - bad influence for other people who want to do this study  - no control of the intern at the company (only online interaction)