

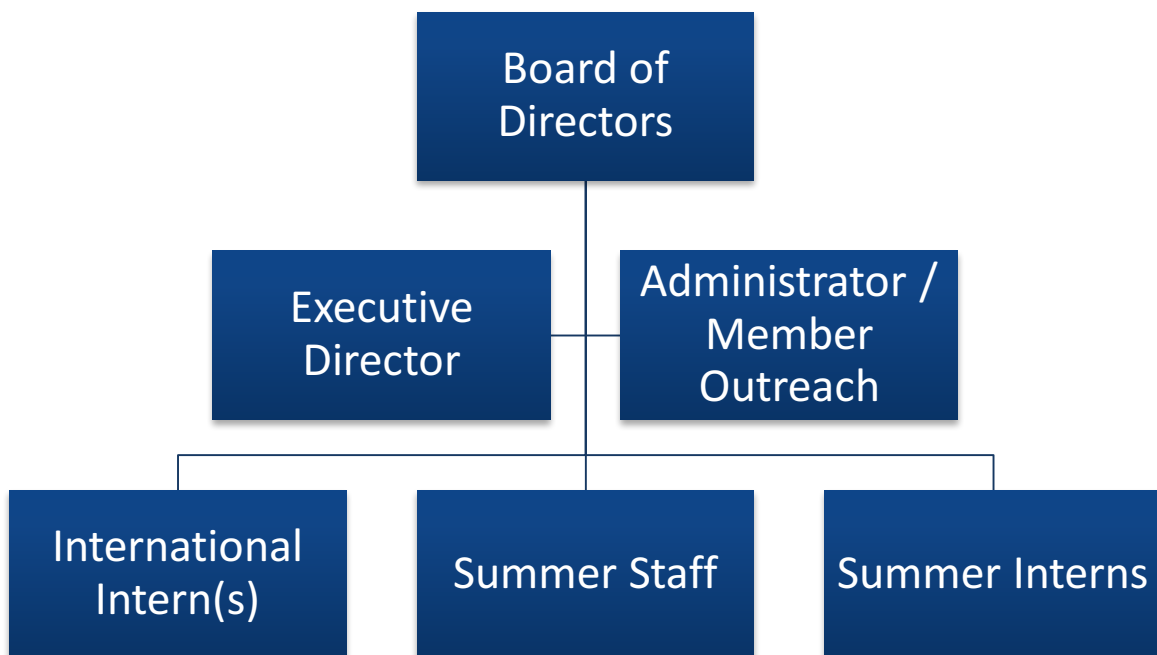
Name Intern: Magali Callant

Internship Company: Mount Pleasant BIA

Internship Period: March 25 – June 18

PART 1 = The Company/The Organization

Organization/Company Chart



Short description of the Company/Organization

The Mount Pleasant BIA is a non-profit organization that tries to create an enhanced business environment that provides assistance and advocacy for its members and their needs and concerns. They offer a variety of initiatives and programs such as street beautification and cleanliness, special events and economic development that assist in the transformation of the business community and neighbourhood.

Market situation of the Company/Organization

Regional

National

International

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

Social media & special events intern

Tasks to be carried out as an intern

- Gaining an overview of the operations Regional Business Improvement Association
- Assisting in event and project planning, preparation and execution
- Assisting with marketing public relations, communications and social media campaigns
- Assisting with administration including member services

This resulted in creating professional relationships with some of our member businesses, assisting in planning and participating in several events, sending out crime alerts to member businesses to inform them as well as being one of the contact persons for them, being a part in the social media analysis of Mount Pleasant members and our own channels and learning about administrative tasks such as bookkeeping.

PART 2 = SWOT-analysis of the internship

<p>S</p> <ul style="list-style-type: none">-Varied tasks-Hands-on experience-Own projects to work on-Being a part in everyday tasks-Working closely with the executive director and getting to see all parts of the organization's involvement	<p>W</p> <ul style="list-style-type: none">- Located in an old building with limited technology, makes it difficult to work with certain programs
<p>O</p> <ul style="list-style-type: none">-Being involved in creating new ideas to bring the community closer together-Opportunity to choose elements and projects you would like to be involved in-Flexible working hours-Involved in property tax shift which was a huge accomplishment for the city-Improved social and communication skills in a professional environment	<p>T</p> <ul style="list-style-type: none">-Tight budget with limit, must get approval from board or apply for extra grants.-Unhappy members as the city will demolish a whole block to create a new SkyTrain line.-You can't do anything you want in the neighbourhood. 'MPBIA is a mall with the city as their landlord'

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

S -Background in different areas thanks to varied courses -Good communication skills -Advanced excel skills -Teamwork -Mandatory international experience	W -Hands-on experience; a short internship or practicum in the second year would help improve skills -Lacking background/experience in certain areas -Not enough guidance in internship process
O - International experience thanks to the english program - Expanding international network	T - Most of the skills I used were gained during my study exchange - Not a lot of in-depth task experience - No high-pressure working experience