

Name Intern: Maxime Van Geyte

Internship Company: Cievents

Internship Period: 25 March – 14 June

PART 1 = The Company/The Organization

Organization/Company Chart

- 1) Flight center – booking tickets
- 2) Cievents – event organization
- 3) HR department
- 4) Creative services
- 5) Finance department

Short description of the Company/Organization

Cievents is an event management company organizing events for clients such as Dior, Guerlain, Shiseido,... as well as gala dinners for companies/organizations. The mother company is called Flight Centre Travel Group, this company books flight tickets for their clients. Cievents is in charge of managing the events.

Market situation of the Company/Organization

Regional

National

International

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

Event operations assistant

Tasks to be carried out as an intern

- **Checking hotel guestlists**
- **Checking flight schedule of delegates**
- **Ordering props and items for the events**
- **Shipping the items to their respectful address**
- **Helping with looking for hotels for new events**
- **Doing the side stage on-site**
- **Helping the MC**
- **Helping people register during the event in Thailand**
- **Joining meetings about upcoming events**
- **Looking for ideas of items to use for next projects and ordering samples**

PART 2 = SWOT-analysis of the internship

S <ul style="list-style-type: none">- Decision making skills- Working efficiently- Working under pressure- Doing something that you have never done before-	W <ul style="list-style-type: none">- Long working hours during events (from 7 am till 1 am almost daily)- Boss that is hard to understand and very unorganized- Not enough people to help--
O <ul style="list-style-type: none">- Hire more people so the work is divided better- Hire a new general manager who can handle the job- Getting a job in this sector--	T <ul style="list-style-type: none">- Since the working hours are so long during events it is hard to focus on work sometimes because the lack of sleep- Since there is not enough staff to help with events it might be harder in the future to actually keep the company alive---

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

S <ul style="list-style-type: none">- Bachelor project was about events so that actually helped me a lot- Excel was very necessary and very useful so those lessons helped---	W <ul style="list-style-type: none">- Communication with the coordinator is not good- Barely any support from home institute---
O <ul style="list-style-type: none">- Actual classes about events- More trips abroad like the business students had.---	T <ul style="list-style-type: none">- Bachelor project was more an exam than an actual bachelor project.----