

Name Intern: Pieter-Jan Leroy

Internship Company: Nxtevent Inc.

Internship Period: April 1st, 2019 – June 3rd, 2019

PART 1 = The Company/The Organization

Organization/Company Chart



Short description of the Company/Organization

As the Boston region's premiere full service Destination and Event Management Company, NXTevent is a leader in the event, incentive and convention industry and it is Boston's best Destination Management Company. The company had its start in Boston in 2000. Since then, it has won numerous awards (including event designer of the year) and established itself as Boston's destination and event management leaders. Boston is the company's home, but today, it will go wherever the clients and the projects take it.

Areas of Expertise Include: Special Event Design, Entertainment Production, Evening Activities and Excursions, Registration Services, Program Staffing, Staffing + Convention Services, Teambuilding Excursions and Adventures, Airport Meet and Greet Services, Tour, Recreation & Hospitality Programs, Transportation Management

2016 PCMA Event Designer of the Year
2015 HGA H Factor Leadership Award
2015 HGA H Factor Excellence in Hospitality Award
2014 HGA DMC of the Year

Market situation of the Company/Organization

Nxtevent is focussed mostly on regional business. It has a few competitors in the region but they are all smaller and operate on a smaller scale. Boston is what Nxtevent knows best and it prides itself on being #1 in the area.

However, for a few big returns customers they will work in other cities. They've organized meetings, conventions and incentives in all parts of the United states. These out of town projects are limited usually to 3-4 per year.

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

The intern position with Nxtevent is that of event apprentice as seen in the diagram above. The primary base for the internship is the front office as it is the entry level for all nxtevent staff. The intern will be trained in all departments including sales, and operations. Demand varies for specific departments throughout the year and the internship is used accordingly. As an intern you have the chance to learn and experience all aspects of the company. There is no fixed role.

Tasks to be carried out as an intern

As previously mentioned there is no fixed role for the intern.

Tasks I did among others:

- Front office
 - o Opening the office
 - o Administration
 - o Mail
 - o Managing deliveries
 - o Answering phone
 - o Light accounting
- Operations Department

- Document proofreading
 - Event set-up
 - Registration
 - Managing various parts during events such as entertainment, Food & Beverage, decor, signage,...
 - Site visits with clients
- Sales Department
- Document proofing
 - Assisting writing proposals
 - Site visits with potential clients
 - Availability research
 - Sales projects
 - Networking events

PART 2 = SWOT-analysis of the internship

<p>S</p> <ul style="list-style-type: none"> - International environment - 20 years experience - Not in city center convenient - See all departures - High end-corporate clients 	<p>W</p> <ul style="list-style-type: none"> - Expensive region - Focussed on American standard practices - Lower chance for employment - Less labor rights
<p>O</p> <ul style="list-style-type: none"> - High pace environment - Large network of partner companies - High end market - Improve English skills 	<p>T</p> <ul style="list-style-type: none"> - Other interns - Language barrier - Visa restrictions - Less focus on events during classes

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

S <ul style="list-style-type: none">- English program- Business and management focus- International experience- IT courses- Salesforce training	W <ul style="list-style-type: none">- Little focus on events- Unknown school- Focussed on Belgium
O <ul style="list-style-type: none">- Explore a different culture- International contacts- Give a fresh insight- Put Belgium on map	T <ul style="list-style-type: none">- English proficiency level of some teachers- Lack of field experience, practical courses- Low difficulty level