



AMERICAN ADVERTISING FEDERATION
COASTAL CAROLINAS

Intern Tips for Success

- Call your host the day before your visit to touch base, introduce yourself, ask questions such as where you should park or what is the dress code, etc., thank them in advance for the time they will spend with you, etc.).
- If a tour is not offered be sure to ask for one. Pay close attention to where the restrooms are and other points of interests (oh and don't forget to ask about where the vending machines are located). This is also a really good way to meet other employees that you may want to reach out to at some point during your visit.
- Be sure to take with you your student ID.
- If you will not be driving yourself to the hosts be sure to pack a lunch. If the host offers to order lunch in for you or take you to lunch at a nearby restaurant within walking distance, if you are comfortable graciously accept.
- Also, if you will not be driving yourself be sure to tell your driver when they are expected to pick you up – this will require you to find out in advance the work hours for each host.
- Prepare a list of questions for each day and as you have the opportunity pose those questions to different employees.
- Take a moment to research each organization prior to your visit by going to their website. Each host organization is listed on your weekly schedule enclosed. Simply do a Google search for their website or visit www.aafcoastalcarolinas.org to access each host site from the list of participating companies.
- Be sure to use Map Quest or call in advance for directions to ensure you know how to get to each of the host organizations.
- As an intern, you are required to complete a journal entry each day of your internship so make sure you don't forget to take your journal with you each day. Remember you are responsible for obtaining your own journal. Additionally, you are also encouraged to take pictures and/or video to demonstrate what you learn and your experience. However, this is not required. Don't be shy to ask the host contacts for ideas and assistance in thinking creatively as to how you can best capture your experience to be shared at a future AAF Coastal Carolinas Lunch & Learn.
- Be sure to observe and take really good notes. You will be asked to complete an evaluation at the completion of the program. This will help you not to forget critical points when the time comes for you to record your thoughts. Your notes will also help you determine where you would like to spend the second week of your intern.
- Challenging assignments are great to stimulate the learning, but you aren't expected to be a pro overnight. So, if you are asked to complete a task or assignment that may seem difficult, don't be afraid to ask for help or guidance. Remember this experience is so that you can learn and the best way to learn is to ask questions and observe.
- Be sure to exchange contact information with each host so that you can keep in touch after the program. Sending a thank you note/email would be a nice gesture and leave a great impression with the host organization.
- Have fun and make the most out of this experience.