



AMERICAN ADVERTISING FEDERATION
COASTAL CAROLINAS

Host Tips for Success

- Call the intern the day before his/her visit to touch base, tell them what they can expect, the time to report, where they should park, the attire, etc.
- Determine a schedule in advance; don't wing it. Be sure to include useful activities for the intern to participate in (client meetings, photo shoot, small tangible assignments, review of your company's reel/portfolio, etc.). The intern knows to expect to receive a meaningful experience from the visit to your organization.
- Start the day with a tour of your facility. Show the interns where your restrooms are and other points of interests (locating the vending machine will be a big hit). This is also a really good way to introduce the intern to other employees they may want to reach out to at some point during their visit.
- As a courtesy, offer to take the intern to lunch. Consider walking to a nearby sandwich shop, have the intern meet you at a restaurant or have lunch delivered. Remember, as protection for your company and AAF Coastal Carolinas, we ask that you do not transport the intern to any location.
- If feasible, have a designated spot (unoccupied work station) for the intern to situate themselves and keep their personal items.
- Have some useful reading material available or a back up staff member that can fill in for you in the event that you are called away to tend to an important task.
- The intern is required to complete a journal entry each day of their internship so please allow time throughout the day or perhaps at the end of the day for this assignment. The intern will supply their own journal. Additionally, they are also encouraged to take pictures and/or video to demonstrate what they learn and their experience. This is not required, but has been suggested to the interns. Any way that you can assist the intern in thinking creatively as to how they can best capture their experience to be shared at a future AAF Coastal Carolinas Lunch & Learn, please do so.
- Spend time with the intern. Whether it's you as the main point of contact or another team member at your organization please make sure to spend quality time with the intern. Interns will be asked to complete an evaluation on each host at the completion of the program. Additionally, he/she will be looking to determine where they would like to spend the entire second week of the program and leaving a good impression is key.
- Remember that while the selected interns are bright with great potential as a future industry stars, they are high school students. Challenging assignments are great to stimulate the learning, but please make sure you create the proper balance and align expectations accordingly.
- Be sure to exchange contact information with your intern so that you can keep in touch after the program.
- Have fun and make sure intern does too!