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Marketing, PR & Events Internship in Colombia

Trip Name: Marketing, PR & Events Internship in Colombia **Trip Code:** COIP **Duration:**

Key Facts

Gain experience on the global stage in Medellin. A rapidly growing city that beat out New York and Tel Aviv for City of the Year 2013 as elected by the Wall Street Journal and Citi, interning in Colombia is aonce in a lifetime opportunity to gain work experience and boost your CV as part of your South American adventure!

One of the biggest elements of our program is the professional development you will experience. We have partnered with DDI International, one of the world's largest HR organizations to provide you a work-place style self assessment tool where you'll complete a short questionnaire about yourself and you'll learn insights into your strengths and weaknesses and points you can improve. To complement the whole placement process, we also provide a host of great training videos and documents. If you have ambitions to build your skills and experience to have a great international career, this is the program for you.

• A major boost to your resume- work with teams of high calibre professionals in a wide variety of high profile events, shows and expo's.
• A cultural immersion- Colombia is one of the most exciting countries in Latin America & the press is buzzing about its future.
• An amazing personal experience- new and exciting experiences, the time of your life!

Overview

Experience/ Qualifications: University students/graduates/postgraduates with a keen interest in business, marketing, PR, events & logistics. **Note:** A degree is not essential to take part in the program, but will help when finding a suitable placement.
Nationalities: This programme is open to all nationalities (subject to visa requirements.)

Typical Hours: Monday-Friday; approximately 40 hours per week. Occasional work at weekends but usually free for personal time and travel.
Remuneration: Unpaid position

Destination Info

Medellin is the second largest city in Colombia. Many visitors say Medellin is one of the most beautiful cities in South America. Medellin is called "The City of Eternal Spring" because of its mild year-round climate, ranging between 28ºC - 32 ºC during the day and 16ºC at night. It is the home of the world famous annual Flower Festival, Christmas lights and Colombiamoda fashion event.

Itinerary

Colombia is one of the fastest growing emerging economies in Latin America and indeed the world. It is increasingly recognised as one of the top tourist destinations in Latin America and is popular with tourists, travellers and ex-pats alike. We have a wide variety of exhilarating roles and students and graduates come from around the world to intern in the rapidly emerging city of Medellin. Our programmes offer a fantastic mix of working with Latin America's most prestigeous companies, and a social programme that will take you to the best places in Colombia and give you a funfilled experience in this incredible country.

Your internship with Plaza Mayor

Plaza Mayor are one of the foremost marketing, PR and events companies in Latin America. They have organised some of the biggest events on the continent, including the biggest textile fair in Latin America, the Latin American Development’s Bank annual conference and the First ever LatAm Angel Investors congress amongst many other headline events.

Based in Medellin, Plaza Mayor is responsible for organising a great deal of the international events that the city regularly holds, on both Colombia and Latin America’s behalf.

The Plaza Mayor placement has several different areas of business, events (logistics), marketing and PR.

Events

Events typically be a customer facing offline role dealing with companies & the VIP public. Plaza Mayor organise a lot of very high profile events and they have a well-recognised team who execute everything from start to finish. You could be organizing and putting on fashion week (July) or a continental wide business congress such as the Latin American Development Bank's annual congress (March.) Numerous high-profile events each week so there is plenty of variety in the what you will be involved with in a dynamic and fast moving and friendly and supportive team.

Marketing and PR

This is a mixture of online & offline. Online promoting the event (including social media) and offline at the events themselves making sure the clients have their brands & events promoted in the ways that they wish & that contact is maintained with relevant, interested press sources for the benefit of the client.

We have carefully constructed the internship program so roles are suitable & rewarding for differing levels of expertise. A 1st year university student will therefore have a different role to a postgraduate with 2 years working experience for example. Throughout the internship you will have a mentor and supervisor within the company who will provide regular feedback to you and our team in Colombia to ensure the internship is a rewarding learning experience. All supervisors are experienced in receiving international interns.

Crucially, we are able to offer a wide variety of rewarding roles with only an intermediate Spanish language requirement (equivalent to 2 years of high school study).

Throughout your internship you can expect to gain a detailed knowledge and experience of;

• How business is conducted in Latin America

• The challenges facing a rapidly growing emerging economy
• The workings of a top-tier events and marketing firm in Latin America
• How to conduct oneself in a high level office environment, in the context of a different culture & language - a skill increasingly sought after by employers worldwide.
• A thorough understanding of the specific sector you are allocated to according to your skills & interests

Marketing, PR & Events Internship in Colombia

Colombia – a beautiful country with fun loving people. The biggest threat nowadays is not wanting to leave! It has recently been voted as the number 2 most attractive tourist destination in the world by readers of the New York Times and is visited by hundreds of thousands of British and American toursits every year. Colombia is a fast emerging economy with a rapidly expanding financial sector, the base of which is the second city of Medellin.

Medellin is known as the City of Eternal Spring, the vibrant, energetic base for our programs in Colombia. Medellin has an outstanding climate – humidity free with an average temperature of 25 degrees, all year round. Mingle with the locals, known as 'Paisas', whom those in the know describe as some of the friendliest people on earth. Many of our participants take the opportunity with other travellers to visit the world heritage site of Cartagena, on the Caribbean coast, just an overnight bus ride away.

Step 1: Application
To apply for this internship we ask you to either call us or apply online using the link below. When you apply we will request information on your emergency contact details, passport number and your health background and other important information. At this stage a deposit payment of £199 is requested, this deposit is non-refundable, unless your application is declined by our team in Medellin.

• A completed application form (provided upon deposit payment)
• Current CV /resume detailing your work and study history

Note: If your internship is part of your university course, and requires accreditation this can easily be arranged. We request a letter from your tutor supporting your application for an internship.

Step 2: Telephone/Skype interview with our Internship Coordinator
Once we have your application pack we will contact you to arrange an informal interview with our internship coordinator who will be your main contact before you leave for Colombia.

Step 3: Accepting the placement
We will send you a formal offer letter for you to sign, along with a clear summary of the types of roles you will be involved with during your internship.

Step 4: Interview with your host company
Your internship coordinator will arrange a date and time for an interview with your host company.

Step 5: Payment of full program fees and sign placement description and agreement
At this stage we will help you to organise a suitable visa to enable you to work in Colombia.

Our partnership with one of the best universities in Colombia, Universidad Pontificia Bolivariana, gives you free access everyday to their sporting facilities which includes swimming pools, tennis courts, football pitches and a state of the art gym. You can also attend introductory lectures of all degree programmes for free as well*.

You also automatically receive free entry and discounts to some of the best bars, restaurants and nightclubs the city has to offer.

If you wish to travel in Colombia and Latin America, we are on hand to provide you with great options at competitive prices. Colombia is a fantastically beautiful country with many attractions. We offer day and weekend group excursions. Put your Spanish skills to use while exploring the sites of the country. Trips to UNESCO world heritage site Cartagena, stunning El Penol and a palatial Finca (traditional country house) are just some of the possibilities on offer.

Accommodation

Throughout your internship you will live in a private bedroom in a student residence close to the centre of the city. All accommodation options are of high quality & are situated in the nicest and safest areas of Medellin. All interns in Medellin will live in the same residence which creates a great sociable atmosphere. Interns regularly go out for meals and drinks after a day at work and you are a short walk from some of the best bars and restaurants in the

city.

In addition to a first class internship and great accommodation, you will receive 24/7 emergency support on the ground from our local, full-time team. This includes thorough pre-trip information, a welcome package on arrival including mobile phone with key support numbers, airport pick-up, safety orientation & ongoing assistance throughout your stay.

We have a large number of international students at all times in Colombia, and organise regular social & cultural events, thus providing you with an excellent network of friends and contacts from all over the world!

Meals

Meals are not included in the programme. We recommend that you budget around USD$10-15 per day for meals, eveining drinks and weekend trips and tours.

Tap water in Medellin is completely safe to drink.

What's Included

- Top internship
- Professional development tools & training (communication, teamwork and interpersonal skills)
- Quality accommodation (private bedroom in good area)
- Airport pick up and drop-off (private car to take you to and from the airport and direct to your apartment upon arrival)
- Industry-leading workplace performance assessment (created by global HR firm DDI International)
- Expert training materials on key topics to help you get the most out of your internship experience
- Wonderful city tour immersing yourself in the history and fabric of this country
- Tickets to top Colombian soccer match
- Unlimited use of lovely outdoors swimming pool via our partner university (only if taking Spanish classes)
- 24/7 emergency assistance from local staff
- Written pre-trip welcome pack
- Welcome orientation on your first day
- Welcome package including city maps, important program information & transportation card
- An active international community of interns in Colombia with regular events and activities organized
- Visa assistance (where required)
- Academic credit assistance (where required)

What's Not Included

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Additional Information

Dress

In Medellin you can wear almost anything because the weather is so good. Jeans, trousers, polo shirts, collared long sleeve shirts and t-shirts are standard attire. For the ladies jeans, pants, dresses, casual tops and comfortable shoes are generally worn. Trainers/sneakers are quite common. You will not see a lot of people wearing shorts or walking in sandals/flip flops, unless it is a Sunday! You will also not see many people in coats/jackets and ties. You will want some nice jeans, cargo pants or trousers for going out at night as well as shirts suitable for nightclubs and decent shoes (something besides trainers/sneakers)..The nice places to party don't let you in if you are wearing trainers or t-shirts.

ID

You are NOT required to carry your actual passport with you at all times while you are in Colombia. You MUST, however, carry some sort of identification at ALL TIMES. A copy of your passport is best but a drivers license is acceptable as well.

Language Study

We can arrange an intensive Spanish course for you before your internship program or evening classes during your placement. Language courses are optional and will be charged at an additional cost.

Colombian Spanish is renowned for its purity and clarity. This is often cited as the reason why international news networks such as CNN en Espanol choose so many Colombian presenters. There is no better place to learn Spanish than in Colombia where you will gain a TV-perfect accent!

We are proud to be partners in Medellin with some of the best universities of Colombia - Universidad Pontificia Bolivariana, Universidad EAFIT, among others. Having educated an array of prominent Colombian businessmen, politicians and artists and with over 30,000 students subscribed to our partner universities in Medellin it's a great chance to immediately make new Colombian friends.

Language classes can be booked once the placement process starts. The course is 4 weeks long, 2 hours a day and costs US$590 and covers all language level abilities.

FAQs

1. **Is Medellin safe?**
   Yes, the vast majority of Medellin, including the areas in which you would live, travel and work is very safe. Like most other global cities it has a few areas which should be avoided. If common sense is applied then the chances of anything untoward happening are very low.

2. **What is the weather like?**
   Medellin is often said to have the best climate of any major city in the world. Perched at an optimal 5,000-foot altitude, the city enjoys perfect weather all year round. Warm, balmy days give way to fresh, pleasant nights.

3. **Why should I do this programme?**
   This program is an investment in your future and will give you a substantial advantage having worked with a top global name in the world of marketing and PR. International work experience will significantly aid you when searching for long term employment, whether you plan to remain in Latin America, or return home after your experience. You will have demonstrated the ability to think outside the box and handle another culture and language while working for a highly respected name. Previous interns have also received full time offers of employment from their Latin American host companies on completion of the internship. And the above doesn't even touch on your personal development and the fun you will have!

4. **When should I apply?**
   We accept applications on a rolling admissions basis throughout the whole year. There are just 5 places available within both companies on this programme so we would advise that you apply early to ensure you get a place. New interns start every month. You should apply at least six weeks before you wish to begin your internship.

5. **How many hours will I be expected to work?**
   Typically, participants work an average work week of no more than 40 hours. The company at which you are interning will set your work hours but the majority of internships will take place between 9 am and 5 pm.

6. **Will I receive academic credit?**
   All participants will receive academic credit if desired

7. **Are these Internships paid?**
   Our internship opportunities in Latin America are unpaid due to immigration laws & local norms. Interns will receive academic credit if desired.

8. **Do I need a degree to apply for an internship?**
   No. A degree is not essential, although it will help when finding a suitable internship and will make the placement process easier.

Police Check

This trip requires a Police Check to be carried out - please contact us for further information on how to do this.

Support & Advice

Your safety is paramount which is why all our programmes have been visited and assessments have been conducted to ensure any major risks have been minimised.

In addition, you will have access to a 24 hour emergency contact number so you can contact one of our UK staff at any time should you need to. In addition our overseas partners and coordinators are on hand in-country to assist you.

Financial Security

We know that the last thing you want to worry about when you're planning your trip of a lifetime is whether your money is in safe hands. As a leading global gap year provider it's our job to make sure your finances are secure, so when you book with us you can be confident that we do just that.

Real Gap Experience and Real Travel are part of TUI Travel Plc, one of the largest travel organisations in the world, and these days in the travel industry, large means secure.

Beware: Don't book with an organisation that has no financial protection for their clients. Not only are they breaking the law, you could lose all your money or be stranded overseas.

Our ATOL licence (6527), offers complete financial protection for any flight inclusive trips. To acquire an ATOL licence we have to undergo a very rigorous inspection from the Civil Aviation Authority, so you know that we tick all of the boxes. The ATOL license means that no matter what happens to us, your money will either be retuned or if you've already left, your trip will be guaranteed.

We are also a Member of ABTA which means you have the benefit of ABTA's assistance and Code of Conduct. Many of the travel arrangements that we sell are protected in case of the financial failure of the travel company. If you have any questions about the financial protection that applies to your booking then please ask our team and they'll be happy to help.

Insurance

Whether you're traveling for two weeks or two years, trekking the Amazon in Ecuador or on safari in Africa, insurance is an essential part of your adventure and will help you enjoy your travels, secure in the knowledge that you have the protection you need. In fact, everyone traveling with us must have adequate cover before their trip begins.

Of course you are free to buy insurance from any provider, however at Real Gap Experience, we have partnered with World Nomads to offer policies that have been specifically designed to meet the needs of global travel. If you think you're already covered by an existing policy, such as those offered by credit card providers, check the policy wording very carefully to ensure it covers you for your Real Gap Experience.

For more information on travel insurance please contact us to speak to one of our travel advisors.

Vaccinations & Health

Travel health can often be something people forget about before going away, but a little preparation and knowledge can go a long way to help you stay fit and healthy while abroad. The risks to your health whilst travelling will vary depending on your general health and the type of activities you are going to be partaking in and the length of your stay.

Since we are not medically qualified, it is recommended that you consult with your General Practitioner or a recognised Travel Medical Advisory Service who will assess your particular health risks before recommending vaccines and/or anti-malarial tablets and advising you on what precautions you should take.

A useful website to visit in the first instance is http://www.fitfortravel.scot.nhs.uk

Zika Virus
Zika virus is transmitted by Aedes mosquitoes and whilst the infection often occurs without symptoms it can cause an illness similar to dengue fever. There has recently been reported a possible link between exposure to Zika virus (ZIKV) in pregnancy and microcephaly and other congenital malformations and investigations are ongoing. We recommend you visit the FCO website and select your destination country for the latest travel advice prior to booking.

If you are already pregnant it is recommended you seek medical advice from your GP as The National Travel Health Network and Centre (NaTHNac) advises you should consider avoiding travel to areas where ZIKV outbreaks are currently reported.

Trip Note Disclaimer

The information contained in this trip note has been compiled with great care and is provided in good faith. Any itinerary featured is correct at time of release. However, our itineraries may change as make improvements that result from travellers' comments, our own research or from time to time as a result of Foreign and Commonwealth Travel Advice.

You can rest assured that it is always our goal to provide you with the most rewarding trip and experience ever!

Volunteer numbers

Please note: You may be the only volunteer at your chosen project at any one time. If you have any questions about this, please feel free to contact us.

Our Details

If you have any questions about this trip please do not hesitate to contact us and we'll be happy to answer them.

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