







## CAPA LONDON SAMPLE INTERNSHIP LIST COMMUNICATIONS



### INDUSTRY DESCRIPTION

London is a major centre for domestic and international business and has one of the largest city economies in the world. With enterprises that range from small start-up businesses through to organisations known as multinational iconic leaders in the business world, the range of opportunities is vast. Applicants that are seeking business placements should be comfortable working towards deadlines, in a fast paced environment and working both independently and in group settings. How relevant your academic background and prior work experience is, will greatly determine the type and level of placement opportunities available.

### EXAMPLES OF PAST PLACEMENTS

Please note that the following sites are a brief cross-section of current CAPA internship host sites and should not be considered as a guaranteed location for your placement. All internship & service learning placements will be dependent upon each individual applicant's application documents, prior experiences, demonstrated skills and their aspirations and goals.

<p><b>Capsule Communications</b></p> 	<p>Capsule Communications delivers results-driven print and digital PR support to a diverse portfolio of brands. They oversee the media and PR for over 24 brands in the beauty, hair and lifestyle sector. The agency offers digital, communications and VIP services.</p>
<p><b>Captive Minds</b></p> 	<p>At Captive Minds, they create a dialogue between a brand and the individual. They empower the individual by personalising the communication channel. It means that brands, businesses and organisations can essentially have a 'one-to-one' communication with the people that matter to them the most. Their 'engagement' marketing philosophy is supported by an in-house team of business consultants, public relations experts, events organisers, designers and programmers.</p>
<p><b>Cultural Agenda</b></p> 	<p>One of the UK's most respected and specialist communications and marketing agencies working in design, culture and luxury lifestyle. Working across all marketing disciplines including PR, social media, events, sponsorship and strategic partnerships, they not only have forged excellent relationships with the very media, but they work very closely with the key designers, stylists, photographers and architects.</p>
<p><b>Grove Communication</b></p> 	<p>Grove Communication is a boutique PR &amp; Communications company specialising in fashion accessories and luxury goods. Students get to support the day to day running of a busy press office.</p>

<p><b>Influence Associates</b></p> 	<p>Influence Associates was built to be the best Automotive, Technology, Motorsport and Classic Car PR agency in the world. They have the most senior leadership team in the industry and their goal is to apply this talent for the benefit of their clients worldwide.</p> <p>IA gives its clients access to the top decision makers and opinion formers. They work in partnership with our clients and frequently go beyond their PR brief to positively shape their overall business strategy. In short, they believe their multi-talented team of experts can define and build brands, launch new products, protect reputations and tell your story more effectively than anyone else.</p>
<p><b>WSP</b></p> 	<p>WSP is one of the world's leading engineering professional services consulting firms. We are dedicated to our local communities and propelled by international brainpower. We are technical experts and strategic advisors including engineers, technicians, scientists, architects, planners, surveyors and environmental specialists, as well as other design, program and construction management professionals. We design lasting solutions in the Property &amp; Buildings, Transportation &amp; Infrastructure, Environment, Industry, Resources (including Mining and Oil &amp; Gas) and Power &amp; Energy sectors as well as project delivery and strategic consulting services.</p> <p>Day to day business development and marketing activities for the Rail discipline includes working with the wider Business Development/Rail team, helping catalogue/produce marketing/comms collateral (e.g. project sheets, CVs, marketing sheets etc.), developing a rail client engagement process, ensuring brand presence is maximised, assisting with the intranet capture and getting involved with the London office initiatives that promote staff focused activities</p>

## POTENTIAL PROJECT OPPORTUNITIES

Project opportunities will be dependent upon the current needs within the organisation and the demonstrated skills and abilities shown by each intern. It is imperative to remember that project opportunities will develop over time and throughout internship placements. Projects may include but are not limited to:

**Business to Business Communications**

**Database Management**

**Developing Policies**

**Developing Reports**

**Editing**

**Internal and External Communications**

**Marketing Projects**

**Office Administration**

**Article execution**

**PR Campaigns**

**Presentation Development**

**Press Releases**

**Print Materials**

**Social Media**

## **TRANSFERABLE SKILLS**

It is essential to maximise every opportunity within the internship placements. If tasks and duties are approached in a professional manner, interns can take away additional skills and abilities that will be of benefit to their personal and professional development. Transferable skills sets include but are not limited to:

<b>Analytical Skills</b>	<b>Networking</b>
<b>Brand Awareness Information Gathering</b>	<b>Presenting</b>
<b>Idea articulation and execution</b>	<b>Project Leadership</b>
<b>Interaction and Liaison skills</b>	<b>Problem Solving</b>
<b>IT Technical Skills</b>	<b>Creative Articulation</b>
<b>Commercial Awareness</b>	<b>Market Segmentation</b>
<b>Listening Skills</b>	<b>Writing Skills</b>

## **PERSONAL PROFESSIONAL DEVELOPMENT**

Through their internship and extra-curricular activities, we work to help students develop the following skills:

1. **Networking:** The ability to intentionally and purposefully connect and interact with others in order to develop professional and social relationships.
2. **Communications:** The ability to receive, interpret and articulate information and ideas effectively.
3. **Remote Collaboration:** The ability to utilise IT resources to connect virtually with others and achieve collective goals and objectives.
4. **Global Perspective:** To develop skills required to live and work in an interdependent world through forming an understanding of connections between one's own life and those of people across the globe.
5. **Cultural Awareness:** To develop an understanding of oneself, others and to embrace and appreciate diverse and complex perspectives, values and beliefs.
6. **Organisation, Time Managements and Prioritisation Skills:** The ability to achieve identified outcomes by using your time, energy and resources in an effective and productive manner.
7. **Problem Solving:** The ability to find solutions to difficult or complex issues and to manage moments of uncertainty or ambiguity.
8. **Adaptable:** The ability to adjust oneself readily to different conditions and environments.
9. **Goal Setting:** The ability to identify, form and implement actions that will guide you towards predetermined aims and objectives.
10. **Career Based or Vocational Skills:** The development of specific knowledge or abilities related to an occupation.