







## CAPA LONDON SAMPLE INTERNSHIP LIST PUBLIC RELATIONS



### INDUSTRY DESCRIPTION

Students who are applying for an internship in Public Relations should have excellent communication skills (written and oral), a strong interest in PR and be familiar with various social media platforms. The PR industry can be a fast-paced environment and you may be required to handle multiple tasks simultaneously. It is helpful to have previous administrative experience, the ability to research across a variety of platforms and to feel comfortable when presenting to others. Whilst we try to make sure opportunities include writing opportunities, i.e. completing press releases, these are not always feasible depending on students prior experience and length of placement.

### 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 style="text-align: center;"><b>Finn Partners - Brighter Group</b></p> 	<p>Brighter Group is one of the most established PR and marketing companies in the travel and hospitality industry. Operating since 1995, they have been consistently delivering award-winning campaigns for some of the biggest players in the travel and hospitality industry.</p>
<p style="text-align: center;"><b>Bryan Morel PR</b></p> 	<p>Bryan Morel are specialist PR consultants to the Fashion industry. Their client base consists of high profile international fashion and lifestyle clients. Their full-service approach includes a focus on trend reports and presentations, product placement, fashion shows and marketing.</p>
<p style="text-align: center;"><b>Facets PR</b></p> 	<p>FACETS are a truly multi-faceted agency – along with traditional PR and marketing activities, they can offer a range of additional services. Operating at the heart of the jewellery industry, the FACETS PR team offers full PR, digital strategy, VIP placement, media buying services, consultancy and networking opportunities.</p>
<p style="text-align: center;"><b>Influence Associates</b></p> 	<p>Influence is a dynamic and fast-moving PR agency with a wealth of clients across the automotive and motorsport sectors. Interns have the opportunity to work on globally renowned accounts such as Jaguar, Aston Martin and Rolls Royce.</p>

<p style="text-align: center;"><b>Instinctif</b></p> 	<p>Instinctif are an international business communications consultancy specialising in reputation, influence and engagement. They work with their clients across multiple and complex audiences combining deep insights, expert storytelling and creative delivery to change behaviours, emotions and perceptions. Their work drives real and measurable commercial value.</p>
<p style="text-align: center;"><b>Wingfield PR</b></p> 	<p>Wingfield PR is a London based dynamic fashion PR agency, specialising in aspirational brands and retailers. Founded in March 2010 by experienced PR consultant Caroline Wingfield, the company has already established a reputation for its creative, hands-on and results-driven approach.</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:

<b>Advertising, Marketing &amp; PR Campaigns</b>	<b>Graphic Production</b>
<b>Client Services</b>	<b>Market Research</b>
<b>Competitor Analysis</b>	<b>Proof Reading</b>
<b>Creating Press Releases</b>	<b>Social Media Development</b>
<b>Database Management</b>	<b>Visual Branding &amp; Design</b>

## 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>Computer Skills</b>	<b>Presenting &amp; Reporting</b>
<b>Effective Communication</b>	<b>Promoting &amp; Selling</b>
<b>Identifying Creative Ideas</b>	<b>Researching</b>
<b>Interaction &amp; Liaison Skills</b>	<b>Teamwork</b>
<b>Networking</b>	<b>Website Development</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.