



INTERNSHIP OPPORTUNITY

Marketing Internship Specifically for Lake Norman Regional Democratic National Convention Preparations

Seeking students interested in blending political science and/or economic development studies with marketing concepts.

Lake Norman Region (Cornelius, Davidson, and Huntersville, NC) – The Charlotte region will host the 46th **Democratic National Convention** (DNC) the week of September 3, 2012, bringing with it an estimated 30,000 to 35,000 delegates, national and international media, and key policy and political leaders. The Visit Lake Norman Internship position will be specifically working towards this convention including but not limited to identifying target market needs, preparing delegate packages, collateral pieces and advertising pieces.

Visit Lake Norman will be working closely with the CRVA, Visit Charlotte and our hospitality partners to prepare for the largest convention the region has ever hosted. Local attractions will also benefit from a significant amount of visitor traffic. Our organization will be working closely with our attractions, restaurants, and hotels to roll out the red carpet for the thousands of anticipated guests by providing them with an experience they will treasure for a lifetime.

The DNC provides extensive opportunities to market the Lake Norman region on a national and even international scale. Leading up to the actual convention, Visit Lake Norman will work with as many media crews as possible to film features around Lake Norman and our towns to be highlighted during the media coverage spots. The opportunity will also provide new outlets to showcase the area to the leisure market, as well as the meetings market in hopes of creating business for years to come.

Visit Lake Norman can provide experience and exposure in public relations, marketing/sales, event planning, working with Lake Norman area attractions, hotels, restaurants, and businesses related with the travel and tourism industry. The Lake Norman area attracts visitors from around the world and national and regional sporting tournaments. The work experience is tailored to the student's career interest; and focuses on building the student's portfolio and skill building. Successful students will finish with great references and career/job experience.

- Seeking currently enrolled students in good academic standing.
- All candidates must be enrolled during internship duration.
- Good organizational skills.
- Strong oral and written communication skills.
- Must be proficient in Microsoft Word and PowerPoint; other office suite software, Adobe Illustrator, Adobe InDesign a plus.
- Knowledge of the Lake Norman area would be helpful.

This position will assist the Visit Lake Norman staff with promotional ideas, research, public relations, and other event coordination for the Lake Norman area. May also be required to serve as a Visitor Center representative as needed to greet and welcome the public when they visit the Visitor Center for information. Perform administrative duties as needed. Other details:

- Minimum of 10 hours per week, prefer 20 hours per week
- Flexible scheduling based on student's course load and schedule (between 8:30 a.m. and 5 p.m. Monday through Friday, weekend or evening events possible).
- This is an **unpaid internship**, however possible incentives as available.
- Parking provided.

For more information about us visit www.VisitLakeNorman.org. To apply, send your statement of interest and resume to:

Visit Lake Norman • Attention: DNC Internship
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