



*The Scene Marketing Group* provides supportive and proactive public relations, marketing, event management and consulting services to private businesses, associations and non-profit organizations nationally.

## How To Succeed As An Intern -

As a preferred partner for the University of Oregon, we have a steady stream of interns coming and going. We really do enjoy every single person and what they bring to the table.

A regular, fresh injection of energy, ideas and shiny new aspirations help to keep our creative environment engaged. There are also a couple of key points we share with every one of our interns at the beginning of their experience.

Our goal here at SMG internally is to act as an incubator for talent, letting skills and talent rise to the surface while helping others achieve personal ambitions. Their stop here is brief, but we want it to be impactful.

The following list is what we consider to be important key attributes for our interns.

1. Be resourceful - Try to find a solution to your question before approaching your supervisor. Reduce the impact of your training time and show initiative by putting forth an effort to source information first.
2. Write down questions - At times you will be challenged with work that you are unfamiliar with. Write down your questions, concerns and feedback and then schedule a time to review with your manager.
3. Prioritize for work, not yourself - It can be very tempting to want to work on projects that you're comfortable with. Unfortunately, that may not be best for the client or their deadlines. If unsure, clarify with your manager what you should start on first.
4. Be considerate - You, as an intern, are a cost to the business. From the computer you are working on, programs you're accessing, to a team member's hourly time, your employer has found you worth the investment. So give them the same respect.
5. Leave baggage at the door - Break up with the boyfriend? Had a fight with mom? Worried about finishing your portfolio? Don't bring it to the office. Take a few moments to gather yourself and remember that everyone in this workspace has their own issues as well.
6. Be flexible - Come into work every day with an open mind to what you encounter. This really is a skill that will last you a lifetime. What happens today may not be what you expected, but that's okay - just let it roll off your back and move on.
7. Accept failure - You *will* make mistakes. Accept that as part of the process. Be ready to receive criticism and negative feedback and start to develop a thicker skin. It has nothing to do with you as an individual and everything about quality work for the client.
8. Be open to new challenges - Part of your supervisor's job is to expose you to work and projects that you haven't experienced before. That's part of your internship training. If they feel you are ready for the task, accept them with pride, confidence and dig in!
9. Professionalism is key - We cannot emphasize enough how far maturity and professional decorum can go. Leave the rumors, gossip, texting, phone calls and bad etiquette behind - your reputation depends upon it.
10. Confidentiality is serious - As an intern, you're being accepted into the professional fold of individuals who have spent years creating a career for themselves and exposed to client information that can make or break a business. Never EVER share information outside of the office.

11. Work on communication - No matter how perceptive your manager can be, they aren't here to hold your hand. If you need something, speak up. Have a goal or project you'd like to be a part of? Share it. Have a problem? You better talk about it now before it gets worse.
12. Be honest - With yourself, with your co-workers and with your boss. It really is the best policy.
13. Do your best - We know you are new. And young. And inexperienced. That's why you're an intern! Don't be afraid to just simply do your best and then be open to the opportunities that come from that. It's really all we ask of you.
14. Show up on time and ready to work - Trust us when we say to take it slow the first couple weeks. Your brains will be in training overload and you'll want to just focus on the basics - eat healthy, get plenty of rest and exercise. And yes... your boss knows when you've been partying the night before.
15. Respect our clients - You may not be all that interested in writing a press release about a widget, but understand that there is a person who has a story, who has sacrificed endless unknowns to create that business. Their livelihood and the livelihood of others are at stake for it. Take the time to find the passion within their story and brand - it will speak volumes.
16. Be open to opportunities - Opportunities are not just within the work assigned to you but also in discovery of yourself. What you went to school for may not be where you land. We've had interns come through our office interested in a particular position and leave incredibly engaged with another.
17. Share your hobbies - Your personal passions may run the gamut of video gaming to photography and while you may not think it appropriate to share, we often champion and utilize those interests within various projects. You have years of experience within that hobby and we want to know about them!
18. Listen and observe - Yeah, you, rockstar. We know your type. You have big ideas, straight A's and nothing's going to hold you back but the glass ceiling. Unfortunately, you'll end up strutting your stuff right out the door. Be patient.
19. Create nothing (at first) - Part of the first few weeks of internship training at SMG gives our team a chance to learn about who you are and what you are capable of. Those who are patient with the process often reap the most rewards (a.k.a. awesome projects) because we have had the time to build confidence, trust and understand who you are.
20. Have fun - We have had some of the *best* interns through our place of work - and our team still talks about them. Bubbly, energetic, playful, engaging, entertaining, amazing people. We try to stay in touch with them, now that they're all superstars with fancy job titles. We really hope that you have fun and enjoy this moment for all it's worth!