London Sample Internship List – Public Relations

INDUSTRY DESCRIPTION:

Students who are applying for an internship in Public Relations should have excellent communication skills, 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.

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 guarantied 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.)

Brighter Group	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.
Bryan Morel PR	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.
D&D London	Glamour, inspired food and impeccable service are D&D's trademarks. Stylish and unique, each venue will impress. From a high profile film premiere to a private dinner, the formerly owned Conran group of restaurants provides an experience as well as the flexibility that will help guarantee the success of the event. Interns are involved in Events Organising and Public Relations.
Influence	Influence is a dynamic and fast moving marketing and PR agency with a wealth of clients across the sporting, automotive and luxury sectors. Interns have the opportunity to work on globally renowned accounts such as Jaguar, Tag Heuer, Michelin, Eddie Stobart and others.

Premier PR	Premier is a dedicated creative communications agency working with the entertainment, arts and culture industries. They have specialist expertise in film, home entertainment, television, games, theatre, music & dance and personal representation, with a dedicated capability in event production, digital and social, corporate PR, and sponsorship.
Sequel UK	Founded in 2007, Sequel AG is a new Swiss company headquartered in Zug, Switzerland with satellite offices in the U.K. and Norwalk, Connecticut. It is a member of the Swiss Watch Federation. Sequel AG is the licensee of Guess and Gc Watches worldwide. The role requires an outgoing and enthusiastic individual who is eager to learn and develop skill sets within the fashion Public Relations and Marketing fields.
Wild Promotions	Wild Promotions promotes music to colleges and clubs. They send records out to DJs to play on campus and service student radio and student papers with music to review. They work all genres of music from rock to urban, and acts at every level, from those releasing their first record to established artists like U2 and Eminem. Wild has been the leading independent student promotions company for over 10 years.
Wingfield PR	Wingfield PR is a boutique PR agency with clients such as La Senza, Chockers Footwear, George Davies, GUESS jewellery and watches, Yours Clothing, thetightspot.com to name a few. Wingfield PR have grown a strong client base, delivering results for brands and retailers across men's and women's fashion, childrenswear, sports, health & beauty and lifestyle.
Wriglesworth Consultancy	The Wriglesworth consultancy is one of London's most dynamic public relations firms. They provide top level financial, corporate, consumer and business-to-business PR consultancy to a range of quoted and unquoted companies, including many prestigious ones. From major consumer launches to urgent crises, from brand re-positioning to long term reputation management, their expertise spans this range of need. Wriglesworth are experts in communicating with consumer, B2B, and corporate audiences, as well as providing consultancy for launches, communications strategy and issue and crisis management.

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:

PR campaigns - Market Research - Writing Press Releases - Press Kit Development - Database Management - Event Management and Coordination - Newsletter Production - Social Media Development - Office Administration - Competitor Analysis - Client Services

TRANSFERABLE SKILL SETS:

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 additions skills and abilities that will be of benefit to their personal and professional development. Transferable skills sets include but are not limited to:

Effective Communication (Speaking, Writing & Listening) – Planning and Organisation – Networking – Identifying Creative Ideas – Problem Solving – Information Gathering – Presenting and Reporting – Teamwork – Promoting and Selling – Interaction and Liaison skills