

Monona Terrace Community & Convention Center
George Nelson Intern Scholarship

Background:

George Nelson was one of the most important civic leaders in the history of the city of Madison. He was a respected business leader, admired philanthropist and a life-long Madisonian. George served as the Vice President for Finance for Morgan Murphy Media (WISC TV, Madison) for 35 years. He played pivotal roles in the creation and building of Monona Terrace, among numerous other cornerstone projects that have made Madison the prime Midwest destination that it is today. George embodied education and innovation, and would be proud know his legacy is honored through this scholarship for local students.

General Responsibilities:

This is an internship for the Community Relations Department at Monona Terrace Community and Convention Center. This department houses Monona Terrace-produced community events (approximately 100 per year), tours/educational outreach programs, and public relations and social media activities for the facility.

Public Relations/Social Media

Intern will learn:

- Image composition and picture/video upload to social media sites
- Creation and implementation of promotions on social media
- Composition of posts on Facebook, Twitter, Instagram
- Creation of department driven content for social media
- Social media metrics
- Cataloguing of print media and photographs
- Valuing media coverage

Learning Outcomes:

Students will learn practical application of public relations techniques and theory including best business practices in working with local media, and social media outlets for business.

Community Events/Event Planning

Intern will learn:

- Planning, logistical preparation, and attendance at community events, as well as post event follow up.
- Band, performer and presenter research for our target audiences
- Working with volunteers who work events
- Record keeping software– USI, Microsoft Access and Patron Mail web-based email
- Post event survey distribution and compilation
- Poster/Flyer and sign distribution

Learning Outcomes:

Students will experience practical application of event planning principles and marketing principles and strategies, including how to plan, budget, market, execute and evaluate events of all sizes. They will gain valuable leadership skills in working with and guiding volunteers.

Tourism/Educational Outreach

Intern will learn:

- The implementation of youth/school architecture programs on and off site
- Gather and generate reports for tour attendance data
- Create and implement marketing efforts to increase visitor/tour attendance at the facility
- Research marketing publications relevant to tourism industry
- Video projects and other training tools for docents/volunteers

Learning Outcomes:

Students will learn practical application of program planning principles and tourism marketing theories. Outcome includes learning about Frank Lloyd Wright and basic elements of architecture, and how to present that information to the public in many ways.

General Learning Outcomes:

- Application of principles in public relations, advertising, promotions, marketing, social media, event planning and execution.
- Effective written and oral communication with patrons, volunteers, clients, fellow employees, sponsors, entertainers and volunteers in a courteous and professional manner.
- General office etiquette, attire and adherence to a regular work schedule
- Working as part of a team in serving the community
- General use of standard office equipment
- Many applications of Microsoft Office

Well qualified candidates will have an interest in one or more of these tracks in their course of college study, and will have some volunteer or paid experience with events, tourism and/or public relations. A \$1,000 scholarship per semester (full time) or \$500 per semester (part time) will be offered upon successful completion of the internship. Interested students - please send a resume and cover letter to Ms. Kristen Durst at kdurst@mononaterrace.com.