THE IWSC GROUP NORTH AMERICA
FALL INTERNSHIP PROGRAM

PLEASE SEND ALL COVER LETTERS AND RESUMES IN PDF FORM TO INFO@IWSCGROUP.COM
Application deadline: Friday, August 18, 2017

BACKGROUND:
A globally-recognized events company focused on the alcoholic beverage sector, UK-based
The IWSC Group offers a broad portfolio of events around the world that help bring brands
and people together in the best environments to create lasting relationships. The IWSC
Group events have a unique focus around alcoholic beverages from wine and spirit
competitions, such as the prestigious International Wine & Spirit Competition (IWSC), or
“alcohol plus” events where alcoholic beverages remain a fundamental part of the offering
in addition to food, music or art.

In March 2015, The IWSC Group increased its presence in the Americas with the launch of
The IWSC Group North America and the addition of the Atlanta Food & Wine Festival
(AF&WF) to its existing American portfolio. Headed by entrepreneurs and AF&WF
founders, Dominique Love and Elizabeth Feichter, The IWSC Group North America offers an
expanding portfolio of events, which include spirit competitions, whisky expos and alcohol
plus events like the Atlanta Food & Wine Festival.

The IWSC Group NA portfolio includes:
- The Atlanta Food & Wine Festival (Atlanta, GA)
- Whiskies of the World Expo (Multi-city)
- Spirits of Mexico Competition (Atlanta, GA & Austin, TX)
- Whisky Extravaganza (Multi-city)
- Cochon555 (Multi-city)
- Wine Riot (Multi-city)
- Sugarland Wine & Food Affair (Sugarland, TX)
- New York City Craft Beer Festival (New York, NY)
- & more

AVAILABLE POSITIONS: Interns play an important role in supporting the overall organization and implementation of
each event. As a Fall Intern, you will focus mainly on events that take place in the fall,
including Whiskies of the World Expo, Cochon555, Spirits of Mexico, Whisky Extravaganza,
Wine Riot, as well as early planning for Atlanta Food & Wine Festival and Sugarland Wine &
Food Affair. The internship program is designed to give interns hands-on experience in a
fast-paced, entrepreneurial environment. Available positions include:

(1) COMMUNICATIONS/MARKETING INTERN
Will work in collaboration with IWSC Group’s public relations agency and Mar/Comm team
to develop and implement social media, communications and marketing tactics that
support the event’s overall public relations plan, including:
- Developing campaigns to promote our events and talent through Facebook, Twitter,
  Instagram, etc.
- Assisting in ideation of advertising strategy and campaign
- Strategizing and implementing innovative marketing tactics for several markets
- Assisting in Marketing Plan execution across several events in IWSC’s portfolio
(2) EVENTS INTERNS
Will work with the Festival Directors and Events Managers on the programming, coordination and management of events including:
- Supporting the recruitment and management of talent (i.e. chefs, mixologists, sommeliers)
- Coordinating talent logistics including invitations, travel, lodging, schedules and contracts
- Supporting the early-stages of programming including Learning Sessions, Tasting Sessions and Dinners/Events
- Supporting the production and execution of Events, including coordinating timelines, menus, rentals, load-in/out
- On-site event management during Fall local events

(1) SPONSORSHIP INTERN
Will work with the Sponsorship team to acquire sponsorships and help implement their activations
- Developing prospecting database for potential Festival Sponsors (ex: Coca-Cola, Four Roses Bourbon, Whole Foods, Tito’s Vodka), Group Sales, and Exhibitors
- Research current industry trends to help drive innovation and develop unique sellable experiences for Sponsors
- Executing Sponsorship contracts, including ticketing and event activation
- Assisting Business Development Team in all communications with Sponsors
- Key member of event execution team, supporting Sponsor activities and event activations
- Creating amenities or “extra touches” (i.e., gift bags, recipe books, tasting mats, turn-down amenities in the hotel, etc.) for sponsors, VIPs and talent

QUALIFICATIONS:
Energetic and enthusiastic college Sophomores, Juniors or Seniors who have a high degree of interest in (and preferably some experience with) special events, food, beverage and hospitality. Specific qualifications include:
- **Must be 21 years of age or over**
- **Must have their own laptop computer**
- **Must provide own transportation**
- College major (focus) in communications, business, marketing, hospitality, hotel/restaurant/tourism management, events, public service (community affairs, fundraising/philanthropy, nonprofit administration, etc.)
- Previous experience in an office environment
- Strong oral and written communication skills, as well as interpersonal and customer service skills
- Exceptional editing skills
- Creative and forward-thinking
- Excellent organizational and project management skills
- Ability to successfully multi-task with outstanding attention to detail
- Commitment to delivering a quality work product
- Demonstrated ability to collaborate as a member of a team
- Self-motivation and ability to work independently
- Willingness to jump in and help with any task at hand
- Able to adapt when things go wrong
- Solid understanding and ability to navigate and successfully execute work in Microsoft Office Suite – Word, Excel, PowerPoint

**TIMELINE:**

- September 4 – December 15, 2017
- 20-30 hours work per week (depending on student schedule), typically 3 days per week
- Flexible scheduling and some telecommuting may be allowed

**COMPENSATION:**

Interns will receive a $1,500 stipend for successful completion of the internship program.

**LOCATION:**

Atlanta, GA

**ENVIRONMENT:**

Open office environment with free parking in West Midtown, Atlanta. Interns will share a workspace and have access to a printer, and copy and fax machines. Interns must use their own computers during the internship program.