

WORKING AS A CHELTENHAM FESTIVALS INTERN



I started working for Cheltenham Festivals at the end of May, for the last three months I have interned within the marketing department as a digital marketing intern.

I really enjoyed working for the marketing department as you get to work on all of the festivals, which is a great experience and means that you could be writing about scientists one minute and then researching composers the next. During my time at Cheltenham Festivals, the Science festival was on and I was lucky enough to go to some of the events and write up a few blogs about them. Science has never been my favourite subject, but the events were really interesting and the speakers were great at making the events accessible for everyone without dumbing them down.

I spent the majority of my time working on the Literature brochure online, compiling head-shots, book jackets and extra content to go onto the website ready for ticket sales at the end of August. It was great to have an insight into such a renowned festival as Literature, and to get a feel for the strategies and procedures that are used to plan and manage the event itself.

As I would really like to go into Public Relations, this was a brilliant experience at a unique company, unlike any other I have worked for. Liaising with authors and publishers in order to get interviews or sample chapters for the brochure and the newspaper has been interesting. Not being the most technical of people, I've learnt a lot during the upload to the website, seeing the finished product is quite satisfying.

The creative meetings and cake were a definite highlight, I've learnt so much and met lots of lovely people. I'm very grateful for the experience and whilst I am sad to be leaving, I can't wait to come back for the Literature Festival in October and attend some of the events I have been working on since June.

- 30 Aug 2013