



INTERNSHIP PROPOSAL

- **Y ENTERTAINMENT LTD** -

LONDON, UK

Y Entertainment Ltd. is a luxury marketing, PR, and events management company based in Mayfair, London. Our vision is to create goodwill locally and globally by empowering generation Y via innovative technology. Our mission is to serve a diverse range of people, especially from the creative arts, media, and entertainment industries and connect them through our daily events. Our business is a platform for those seeking luxury lifestyle experiences (guest lists access and table bookings for exclusive Member Clubs of the West End, London) and our customers are predominantly young adults with the budgets to support those services. Our clubs are frequented by UK and international celebrities, and often cater to private parties and events for that clientele.

This is our proposal for an internship position of Marketing Executive

The expected outcomes for the intern will be mainly to learn from the exchange how we are running our business, especially how to improve their social networking and marketing skills. Based on the host business, their ultimate outcome will be to improve their marketing strategy, expand their network of contacts. Additionally, the intern will take away internal insight into how a start-up company operates and troubleshoots obstacles, particularly in the business sectors we cover: marketing, public relations, events management, and artist contracting.

They will be working so closely with every member of our team as we plan to incorporate them, and we will offer them guidance into how to organise individuals on the board of a start-up company. We expect the intern to learn how to formulate the best strategy and business models to be successful in these business sectors based on the different perspectives and ideas present within the company.

The tasks requested to the intern will include (but not limited to):

- Following up, organising, and hosting guests whom are booked each night.
- Scouting for guests to attend the nightly events hosted at our venues through different mediums: digital/social media, direct marketing, etc.
- Corresponding with other luxury companies during relevant events, establishing the platform of a network within this specific market for the intern.
- Re-formatting and creating new, relevant, and engaging content for the company's e-mailing lists, and social media profiles. Digital marketing skills will be developed and refined.

- Writing and organising invoices between us, our collaborators, and our clients; Basic application of practical accounting for business administration.
- Corresponding with our company accountant and solicitor
- Developing new, innovative methods for marketing to our clients over varied mediums (Snapchat, WhatsApp, Instagram, SMS, etc.); Working on these areas will allow the intern to practice and enhance their skills when coming up with creative methods and solutions to overcome common business obstacles.
- Contributing to the brand development of the company in the public forum; Working on this allows the intern to work on branding, one of the most important elements of company sustainability.
- Corresponding with contractors, clients, and guests on a regular basis; the intern will gain experience in the basics of customer service and sales, particularly regarding luxury goods.

Looking forward to receive soon a follow up from your side on that

Kinds Regards

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