

Internship Report

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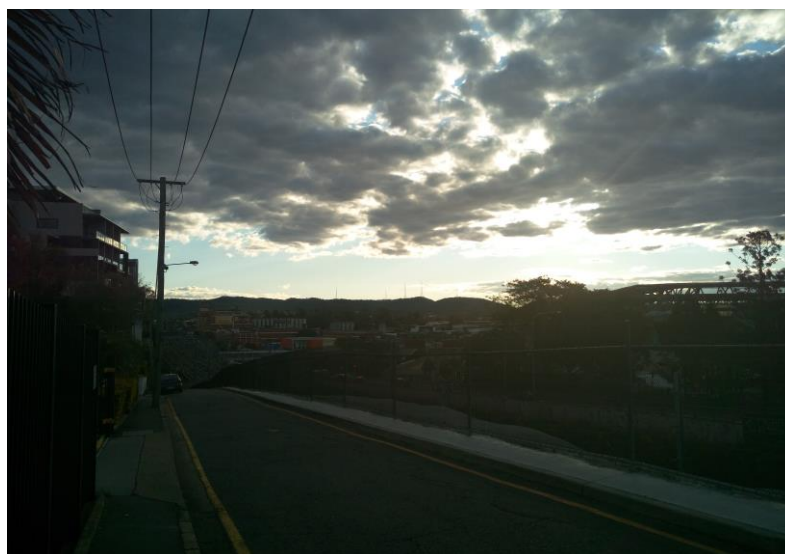
Background

The summer internship is arranged by the Bloom of Youth, an organization providing students with customized international internships abroad. I was arranged to an internship in Australia. I put Australia as the first choice of my preferred internship locations because I had been attracted by the social atmosphere and natural wonders there. The mutual respect between people and the harmony between humans and the wildlife made me feel comfortable and relaxing.

Ardor Group, the company which I worked for as an intern, is located in Brisbane. It was a marketing company, primarily helping clients to promote their products and services. One of the unique marketing methods they used is face-to-face marketing.



Ardor Group was located at a mountain, giving one a glimpse of the beautiful view of the western part of the city.

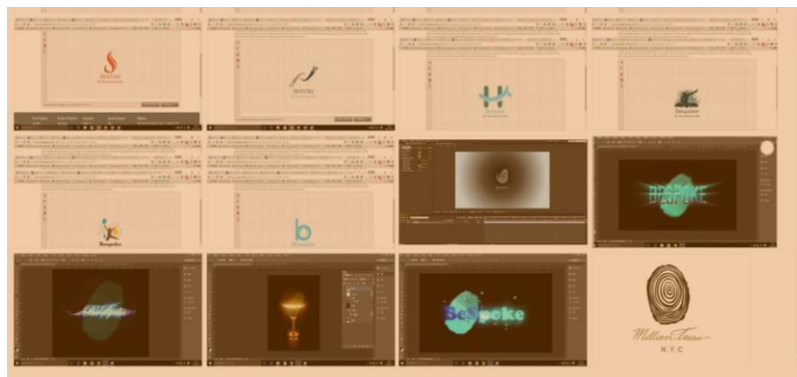


The boundary between the sky and the ground blurred when it's approaching night.

Doug, who was the father of the host family, helped me a lot like a brother. I lived in a large house with a pair of British couple, who told me a lot of the news in the UK. I chatted with them almost every night after work, from politics to interpersonal relationships. It was a very special experience that gave me an idea that how foreigners viewed the world.

Tasks I Accomplished

As Ardor group was going to establish a branch company, I was asked to create a website for the new company. It trained my techniques in using Microsoft Access and Photoshop, and equipped me with website design skills. Also, I needed to review the history base and old documents of the company, and consulted the former designer. I had never learned these things before, therefore I learned very hard for the knowledge related to the industry during the internship. My instructors, Millie and Michelle, were very helpful. They spent extra time to train me and provided me with many new ideas to design the website.



Creating different designs for the new company website



Having lunch with my boss and partners from another city

The next task assigned to me was to conduct face-to-face marketing in the field. It was much more difficult than I expected. The use of body language, wording, and eye-contact were extremely important in build the trust of others in you, which directly affected whether or not your promotion could succeed. I always felt uncomfortable to initiate topics in a natural manner and to make the pitch. Jason, one of the

Independent Contractors (ICs) (i.e. self-employed people who could get a commission from every donation they invited), inspired me a lot by teaching me different skills that could help making the conversation more natural and comfortable. For example, it was better to stand in front of the target, so he/she could see you clearly. Another technique was to share your own story and personal experience during the conversation, which might help to arouse shared feelings between each other, and therefore to build the trust.

Insight into the culture and people

During my internship, Ardor Group were helping charity to get donation from people. I thought nobody would be interested in this kind of donation, especially when it required one to fill in personal information, like name and bank account. In addition, the suggested period of donation (i.e. two years) was relatively long-term. Even though donors could terminate the donation if they wanted, the time-consuming procedures might refrain them from accepting the donation invitation. However, my assumptions were grounded on my knowledge about Hong Kong society, and I had overlooked the importance of cultural differences. Water sport was very common to people living in Brisbane. The more frequent people participated in these activities; the greater risks of accidents they had to bear. Hence, more lifeguards, better equipment, and education about beach safety could improve the situation. The reduction of accidents was reflected in the monthly figures reported on newspaper. People were also sympathetic to the injuries of children and the news about the surging casualties, especially those who also had children or knew people that had been troubled by these issues before. Hence, they had the motivation to prevent these tragedies from happening again.

Concluding remarks

I participated in many activities during my internship in Australia. Mellie, the head of the Public Relation department, offered me chances to join different events, such as field work, the company barbecue celebration, and the trip to another city with the boss for a business conference. Besides, the colleagues were friendly and nice that they always invited me to join their after-work party.