

THE  
ALEIT™  
ACADEMY

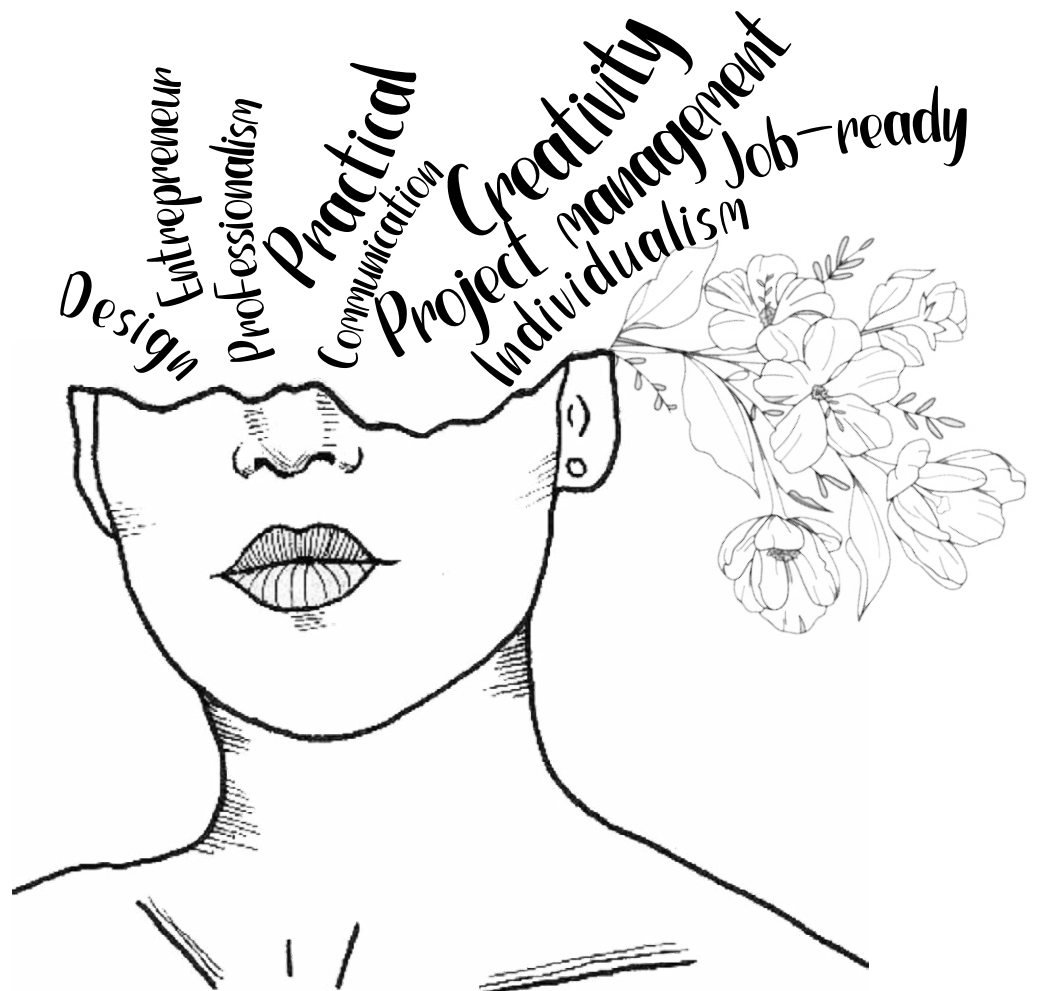


# INTERNSHIP PROGRAMME

Qualification: Diploma in Event Coordination (SAQA ID 20613 |  
CATHSSETA Accreditation number 613/P/000249/2014 |  
Internationally recognised)

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## **DEAR INDUSTRY PARTNER**

Thank you so much for your interest in hosting one of our students for an internship with your company. We look forward to sharing this amazing journey alongside you.

We strongly believe that taking on an intern is mutually beneficial for the student and your company.

## **A LITTLE BIT ABOUT US**

### **Our Approach**

Our diploma course is as intensive as it is comprehensive! Our theoretically driven practical components allow our students the unique opportunity to collaborate with both their peers and leading industry professionals; offering them the opportunity to gain invaluable real-world experience through various internship placements.

Our focus is on developing well-rounded and resourceful creatives who appreciate and value the entrepreneurial mindset and ethos upon which The Academy was originally founded.



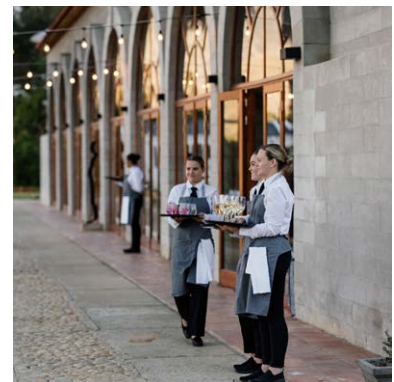
# INTERNSHIP PROGRAMME

We've always been committed to providing support and guidance to our students on a very personal and individualised basis. We remain the only institution in the industry that's able to practically prepare our graduates to pursue any career in the hospitality and events industry, and to hit the ground running when they enter the job market.

Over the years we've developed a vast network of placement partners that consists of highly reputable industry professionals and companies we believe can offer our students the very best in practical experience.

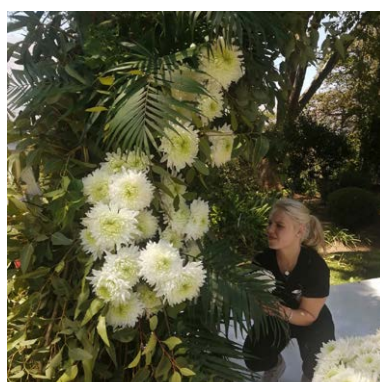
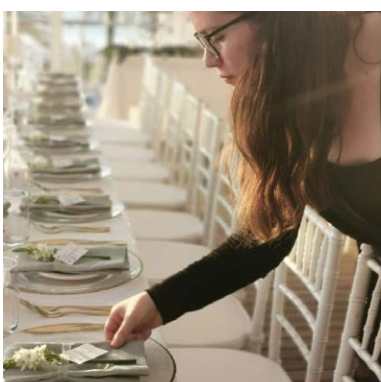
## Practical experience

First year students complete their 350 practical hours as set-up and service staff at DIENS Hospitality as a means to be exposed to venue spaces, as well as what to expect from the different scale of events – ranging from very large to very intimate events and weddings. They'll start getting an idea of the type of niches within the industry that may appeal to them. By getting to know different service providers in the industry, they will also be able to start considering where they could potentially complete their future internships.



Second year students complete their internal job-shadowing within a host of event- and hospitality-related businesses that form part of The Aleit Group. This experience gives students exposure to the industry and offers insight into the possibilities available for completing their external internships.

In their final year of studies, third year students have the opportunity to experience external internships at organisations operating within the areas of specialisation they might be considering as potential career paths after their studies.



## Aleit Group Collection of businesses



## Our Graduates' Successes

Our graduates' success rates are a testimony to our teaching philosophy. About 90% of our students always receive job offers from their internship placements. The remaining 10% either decide to start their own businesses, continue with their studies, or take a gap year to travel abroad.

Several of our alumni have successfully started their own businesses within the industry. With our strong focus on developing entrepreneurship skills during the third year of studies, we equip our students to make a success of their new ventures. The Academy forms part of a portfolio of businesses called The Aleit Group, which represents the very best in hospitality and events management offerings. We already have almost 20 Academy alumni employed within a number of the Group's other business units. This shows that we believe in what we teach our students every day.

## **MATCHING A STUDENT WITH A COMPANY**

When placing our students in external internships, we carefully select companies for each student that would be best suited to the student's strengths and interests. We also place students with internship superiors that will compliment their personalities to ensure a mutually beneficial relationship for both the student and the superior.

## **WHAT IS YOUR RESPONSIBILITY AS A SUPERIOR?**

Our main focus for the external internship placements is to teach our students about the exciting industry and to show them that working in this industry takes dedication and hard work. It is really important that our students learn and develop new skills during their time with your company.

Teach them your standards, how your company's systems and procedures work and what your secret is to success. Allow them to take part in administration, planning and executing of all projects that you are working on during their time with you. We wish for these students to grow as individuals and to ensure they get excited about your passion whilst working on finding their own.

# **GUIDELINES ON WHAT STUDENTS COULD BE RESPONSIBLE FOR DURING THEIR INTERNSHIP**

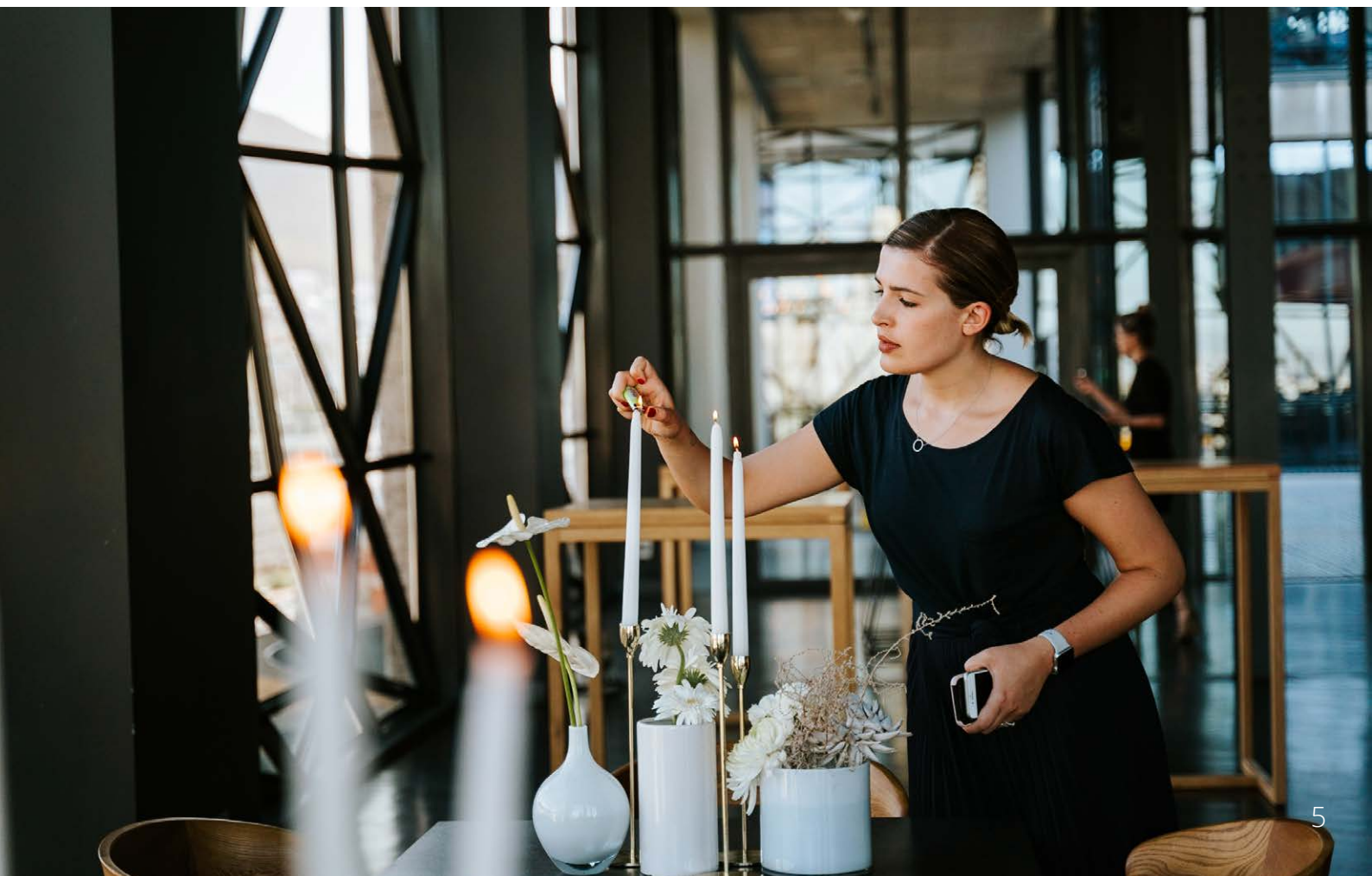
- \* Schedule, attend, and facilitate meetings on behalf of a superior.
- \* Conceptualise, create images, and gather information to develop proposals or concepts for clients.
- \* Answer and make phone calls to clients or service providers.
- \* Assist the coordinator in brainstorming new ideas for client presentations and conduct research for projects, events, weddings, brands, or publications.
- \* Aid in sourcing new clients and service providers where applicable.
- \* Compile and/or finalise run-sheets or event programs.
- \* Manage and update office filing systems.
- \* Assist with general day-to-day office administration.
- \* Run errands as needed for the office or for events and weddings.
- \* Update and replenish the toolbox for events or weddings.
- \* Assist and conduct site inspections when necessary.
- \* Contribute to creating mood boards or PowerPoint presentations.
- \* Create and update Excel spreadsheets.
- \* Learn about accounting procedures and software when applicable.
- \* Prepare coffee or tea for superiors and clients.
- \* Assist in drafting or updating budgets.
- \* Assist in preparing quotations and invoices for clients.
- \* Network with clients and represent the company at social events.
- \* Participate in the set-up, styling, coordination, floor management, and breakdown of events.
- \* Write relevant articles and blog posts for specific events, weddings, brands, or publications.
- \* Assist with generating content for the company's social media pages.
- \* Assist with floral design, decor, furniture styling, and other creative aspects of events and weddings.
- \* Fulfill assigned responsibilities as instructed by the coordinator during events, weddings, or in the office.

- \* Ensure that the offices are tidy, organised, and clean.
- \* Organise and independently coordinate entire events.
- \* Assist in the preparation of post-event reports.
- \* Compile itineraries for client meetings or projects.
- \* Take detailed meeting minutes.

***\*PLEASE ENSURE ALL RESPONSIBILITIES ARE COMPANY RELATED***

## **RESPONSIBILITIES OF THE STUDENT DURING THEIR INTERNSHIP**

- \* Communicate essential details or issues in a professional manner to the relevant superior.
- \* Maintain a professional appearance that aligns with the office culture.
- \* Demonstrate knowledge and expertise in relevant subjects through verbal and written communication.
- \* Offer assistance and exhibit problem-solving skills effectively.
- \* Skillfully compose professional emails.



# FREQUENTLY ASKED QUESTIONS:

## 1. How do I get an intern?

Email your internship requests to [team@aleitacademy.co.za](mailto:team@aleitacademy.co.za) with a description of what you expect of your intern:

- \* General job description & responsibilities
- \* Where your company is based
- \* Working hours & work week
- \* Remuneration per month

We will make contact with you regarding the internship dates as set out by The Aleit Academy and confirm the availability of our students. If there is a student interested in doing an internship with your company we will send their updated CV's and assist with setting up a meet-and-greet in order for you to decide whether it will be a good fit.

We always suggest a small meet and greet before the internship commences to confirm if the student is a good fit for your company. If both parties are happy, we will send out a confirmation letter that will serve as a small contract for you to finalise the details of the student's internship.

## 2. What are the required working hours?

Internship dates have been carefully planned out, to ensure each student reaches their required 1900 practical hours. The minimum hours required by a student during a work week is 35 - 40 hours.

Should a student be required to work more than 60 hours during a Monday - Sunday work week, we do suggest that the student is compensated for their extra time. This can be in the form of an off-day in the following week or additional remuneration for the extra time worked.





### 3. How does remuneration work?

We always suggest a small remuneration per month, however this is up to the company's discretion and is not compulsory at all. Remuneration will depend on the nature of work and the responsibilities of the student.

The Aleit Academy suggests some form of remuneration to cover their travel costs & cell phone or internet expenses that may occur during their internship.

Our suggestion for monthly remuneration (according to department of Labour) is as follows:

2nd year students: R4 300 - R5 000

3rd year students: R5 000 – R8 000

### 4. What about insurance?

There is no insurance policy regarding the internships. As an internship superior, you will be taking an intern on at your own risk and full responsibility for any loss or damage that may occur during a student's time with your company.

### 5. What are the internship dates?

Dates for each internship is confirmed at the beginning of each year. The Aleit Academy would be happy to discuss the extension of these internships with the internship superior and the student, in the event that it could be motivated well enough.

The time frames are generally blocked out as follows:

#### **2nd years:**

End-July to beginning-October

Beginning-October to Mid-December

#### **3rd years:**

Mid-January - Mid-March

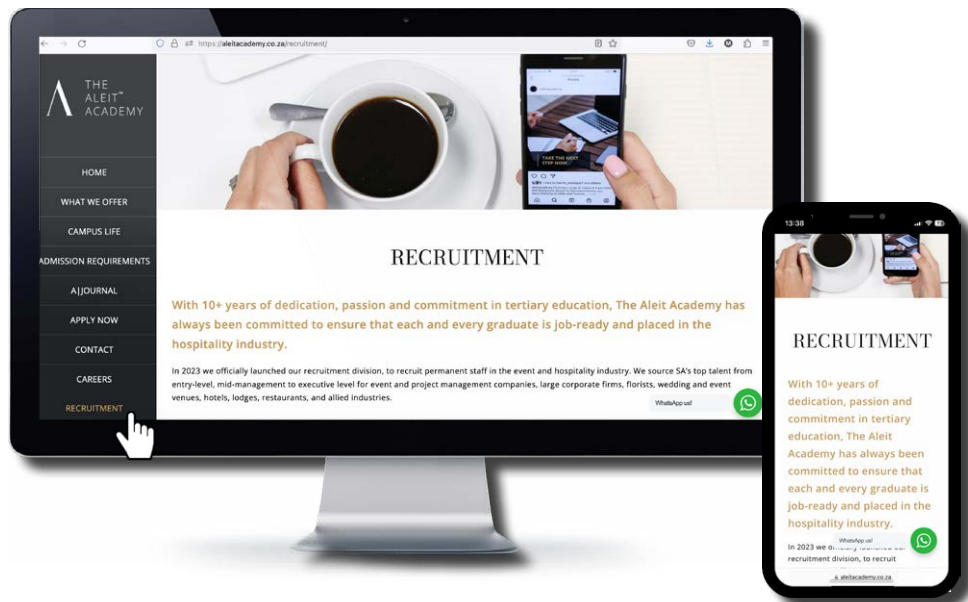
End-August - End-November





## RECRUITMENT

For full-time / permanent employment options visit Recruitment on our website:



## CONTACT US

DO YOU HAVE ANY FURTHER QUESTIONS?

The Aleit Academy is truly looking forward to having our students work with you and your incredibly talented team and to learn the tricks of the trade that you are bringing to the industry.

The Aleit Academy | Annab lle du Plessis

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