



Internship Placement Profile: 8-Week Internship in Barcelona Event Planning

Program Overview

This 8-week Internship program is designed for American university students seeking hands-on experience in the Event Planning industry. The internship provides exposure to event coordination, client relations, logistics, vendor management, and marketing, equipping students with the skills needed to plan and execute successful events.

Language

- English (basic knowledge of Spanish helpful, but not required)

Internship Structure

- **Duration:** 8 weeks
 - **Location:** Barcelona, Spain
 - **Work Schedule:** 6-8 hours per day, Monday to Thursday. The schedule for an 8 hours per day placement would be 9:00 AM – 5:00 PM Mon-Thurs with a 1-hour lunch break. If your placement is fewer hours per week, your schedule would be adjusted accordingly.
 - **Total Hours:** 180-240
 - **Academic Credits:** To receive transfer credit, you must obtain pre-approval from your home institution. Start by asking your study abroad advisor at your home institution for details, and feel free to [contact ASA](#) with any questions.
 - **Requirements:** Please see Requirements list at end of this document
 - Unpaid
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What Students Will Gain

- Deeper understanding of the Event Planning industry and workplace in Spain
- Global awareness and intercultural sensitivity
- Practical skills in communication, research, project planning, and event support
- Increased self-confidence, clarity of purpose, and professional growth
- See also: Learning Objectives

Learning Objectives

By the end of the internship, students should be able to:

- ✓ Understand the end-to-end process of event planning and execution
 - ✓ Assist in coordinating logistics, budgets, and vendor relations
 - ✓ Learn how to create event proposals and marketing strategies
 - ✓ Support on-site event management and problem-solving
 - ✓ Analyze post-event feedback and improve future planning
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Internship Breakdown

Week 1 – Onboarding and Training

- Introduction to the event planning company and key projects
 - Overview of event types (corporate, weddings, festivals, conferences, etc.)
 - Training on event management software, budgeting, and client communication
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Weeks 2–4 – Event Coordination & Logistics Focus

Tasks & Activities:



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- Assist in venue research, vendor selection, and contract negotiations
 - Support in preparing event timelines and checklists
 - Attend client meetings and take notes for event planning updates
 - Coordinate with suppliers for catering, AV, décor, and transportation
 - Assist in tracking event budgets and expenses
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Weeks 5–8 – On-Site Event Execution & Marketing Focus

Tasks & Activities:

- Support on the day of events with setup, guest assistance, and troubleshooting
 - Assist in developing social media and digital marketing campaigns for events
 - Create event materials such as invitations, signage, and promotional content
 - Observe post-event evaluations and gather feedback from clients and attendees
 - Research trends in event planning and contribute to company strategy
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Supervision and Mentoring

- **Assigned Supervisor:** A senior event planner will guide students throughout the internship.
 - **Mentor Meetings:** Bi-weekly check-ins to discuss projects and career development.
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Assessment and Feedback



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- **Midpoint Evaluation:** Supervisor-student review of performance and learning progress.
 - **Final Evaluation:** Student presents a summary of their contributions, including event proposals or execution plans.
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Complementary Learning Activities

To enhance your internship experience and provide broader insight into your field, the program will include 2-4 activities outside of work hours that complement your internship. Examples include:*

Behind-the-Scenes Tour of a Major Barcelona Event Venue

- Explore the operations of a well-known event space, such as a conference center, hotel ballroom, or festival site.
- Learn about venue setup, logistics, and technical requirements for different event types.

Workshop – Marketing & Branding for Events

- Hands-on training in creating promotional strategies for events.
- Learn how to use social media, influencer marketing, and PR for event success.

VIP Event Experience – Attend & Analyze a Live Event

- Experience a high-profile event, such as a gala, networking event, or industry expo.
- Evaluate event execution, guest engagement, and branding strategies.



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Networking Event with Event Planning Professionals

- Meet event organizers, wedding planners, and corporate event managers.
- Gain insights into career paths and trends in the event industry.

**Example activities shown here. Activities may vary based on availability.*

Requirements

- Minimum GPA 2.70 (Applicants with GPA between 2.60-2.69 will be considered on a case-by-case basis)
- 19 years of age, by the time the program starts
- Must have completed at least 2 semesters (minimum 24 credits) at a U.S. or Canadian college, university, or community college before the program starts
- Résumé or CV
- Cover Letter describing your motivation and interest in this specific placement (1-2 pages)
- Unofficial transcript from your college or university
- [Internship Questionnaire](#)
- Optional for GPA 2.70 or higher: Academic or professional recommendation letter
- Required for GPA 2.60-2.69: Academic or professional recommendation letter