

Name: Keeva Carpenter, 4th Year BBA Marketing

Placement Partner Organisation:
Enterprise Ireland



Job Description:

I was a part of the Event Management Team. We organised and ran all the company's events and helped with any events the company sponsored. Along with this, I sat on the GESC which allocated the company's budget for events and sponsorships.

What I Did:

Start Date: June 11th 2018

End date: May 24th 2019

I worked on a wide range of events and had varying degrees of involvement in each. This ranged from just making a registration page for an event all the way to setting up the venue and helping out on the day of the event. Some notable events I took part in were The Ploughing, International Markets week and SxSW in Texas!

Learning Outcomes:

- I gained better organisation skills and strong teamwork skills as I worked in large teams consisting of different backgrounds for every event.
- I used a range of my marketing skills for advertising events and for posting to the event management website. The professional skills module is also really helpful for working in an office and writing official emails/website posts.

Contact: Placement Office placement@mu.ie