

# The Internship

## Launch



**Sam Crick**

Business Development Specialist at 8billionideas

E: [sam@8billionideas.com](mailto:sam@8billionideas.com)

LinkedIn: @samcrick



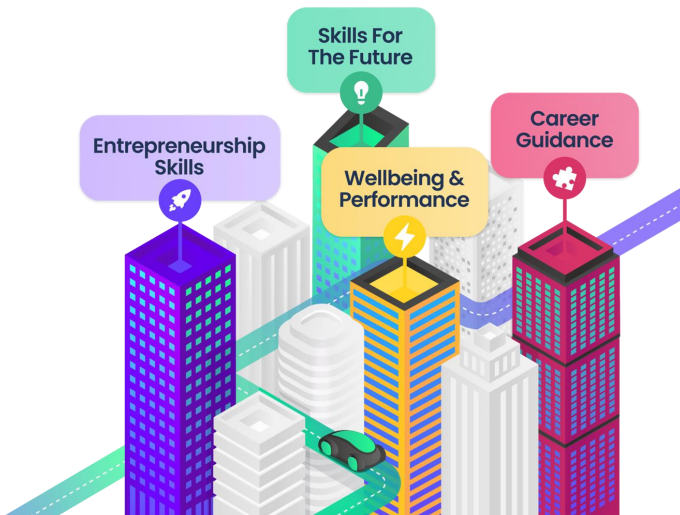
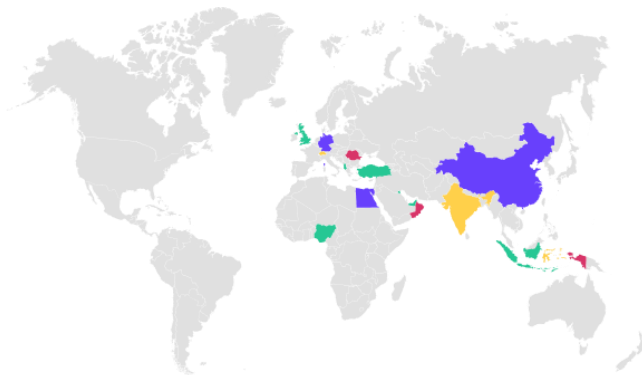
# Sam Crick – 8billionideas

- Passion for people
- Ex-student
- Athlete
- Podcast
- 8billionideas
- Educationalist
- Governor

# Who Are We?

Our mission is to give **every student** on the planet the skills and belief to **change the world**

- UK & Dubai Offices
- We work 70% overseas
- Partner not Supplier
- Engaged with over 250,000 students
- EduFuturists of the Year 2022
- Ranked 8th by ISC globally
- Cross curriculum
- Cross age group
- Cross sector



✓ **Content created in-house**

✓ **What was extra curriculum is now critical curriculum**

## Our Mission

**Our mission is to give every student  
on the planet the skills and belief to  
change the world**

One Team One Mission

# Our Team

We are very experienced in delivering bespoke virtual experiences to students globally and events that inspire students to be curious about their future careers. We've had the pleasure of working with many top international schools from all around the world, including: British School Manila, Vin School as well as the entire Harrow Group.

Our people are at the heart of everything we do, and our programmes are tailored to meet the individual needs of the organisations we work with.



four pillars

# Critical Curriculum: The Future of Education

Our learning approach covers all the essential areas that students need to succeed in life, both personally and professionally:

## Entrepreneurship Skills

Entrepreneurship is about being able to identify and solve problems, think creatively, and take calculated risks.

## Skills For The Future

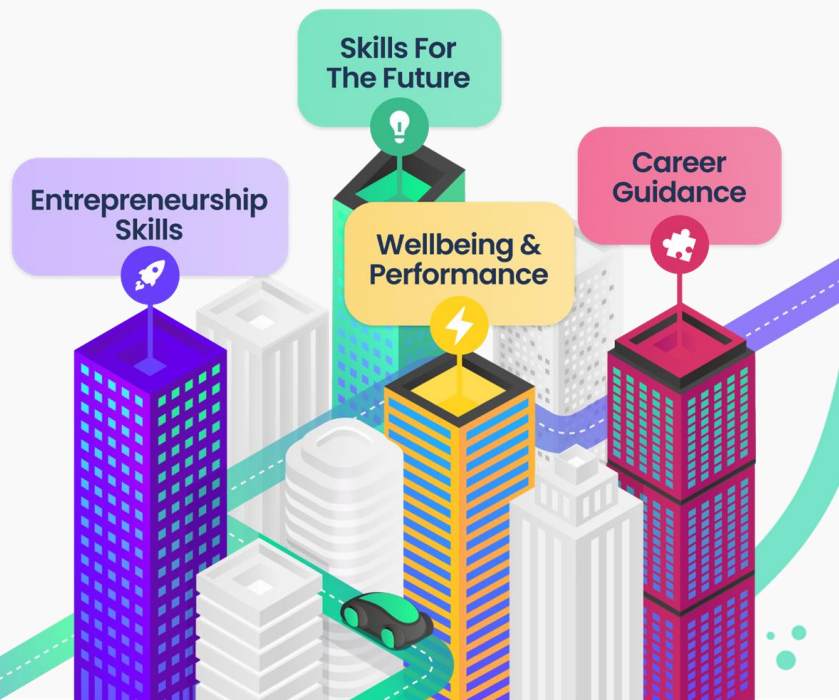
We help students develop key skills such as problem-solving, critical thinking, and collaboration.

## Career Guidance

We are dedicated to help students explore different career options and make informed decisions about their future.

## Wellbeing And Performance

Focusing on the body and mind to help develop habits for success.



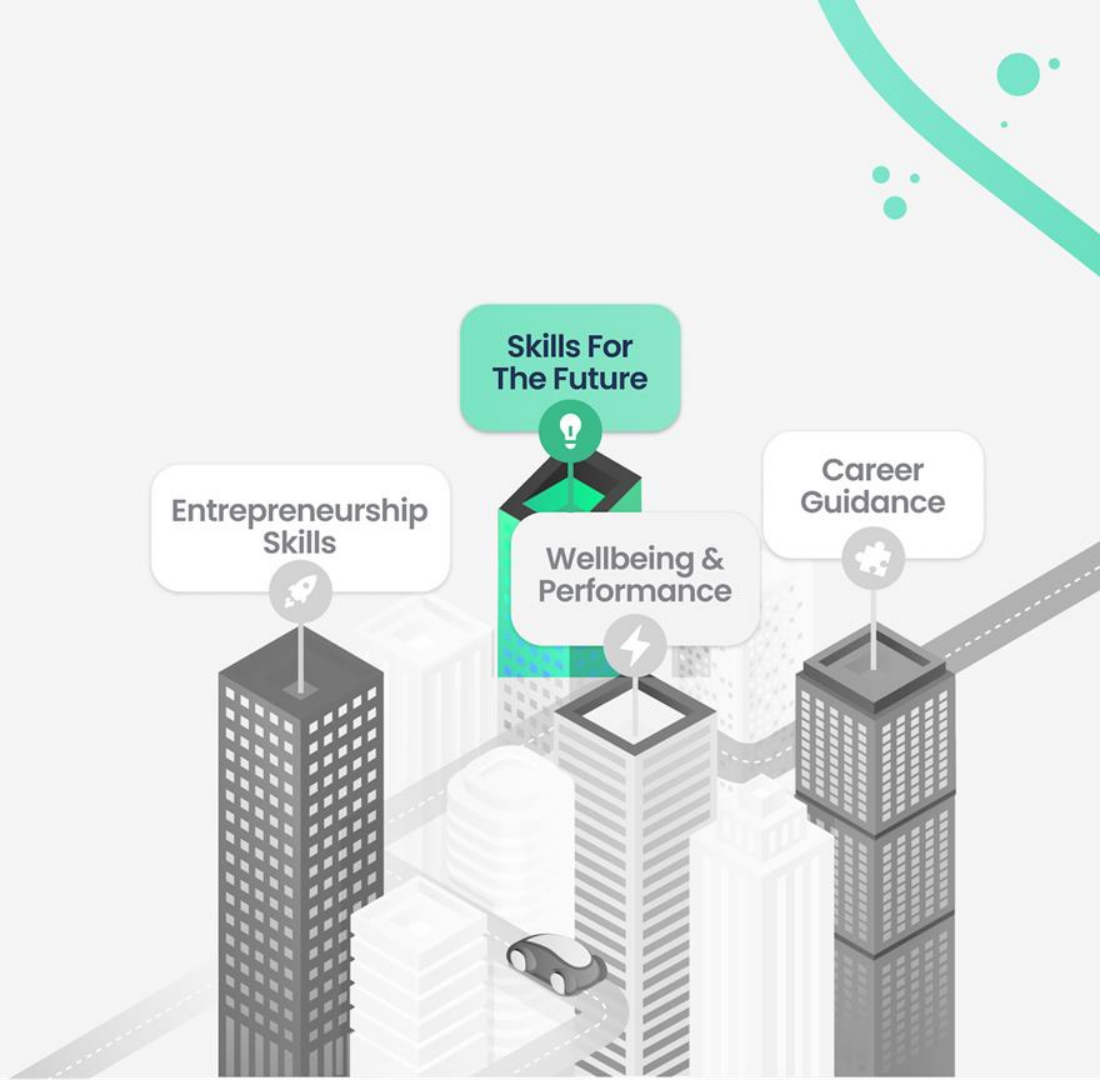
four pillars



# Skills For The Future

Conveying everything from mindfulness to public speaking.

Includes Experiences like: **Art of the Pitch** or **Public Speaking Demystified**.



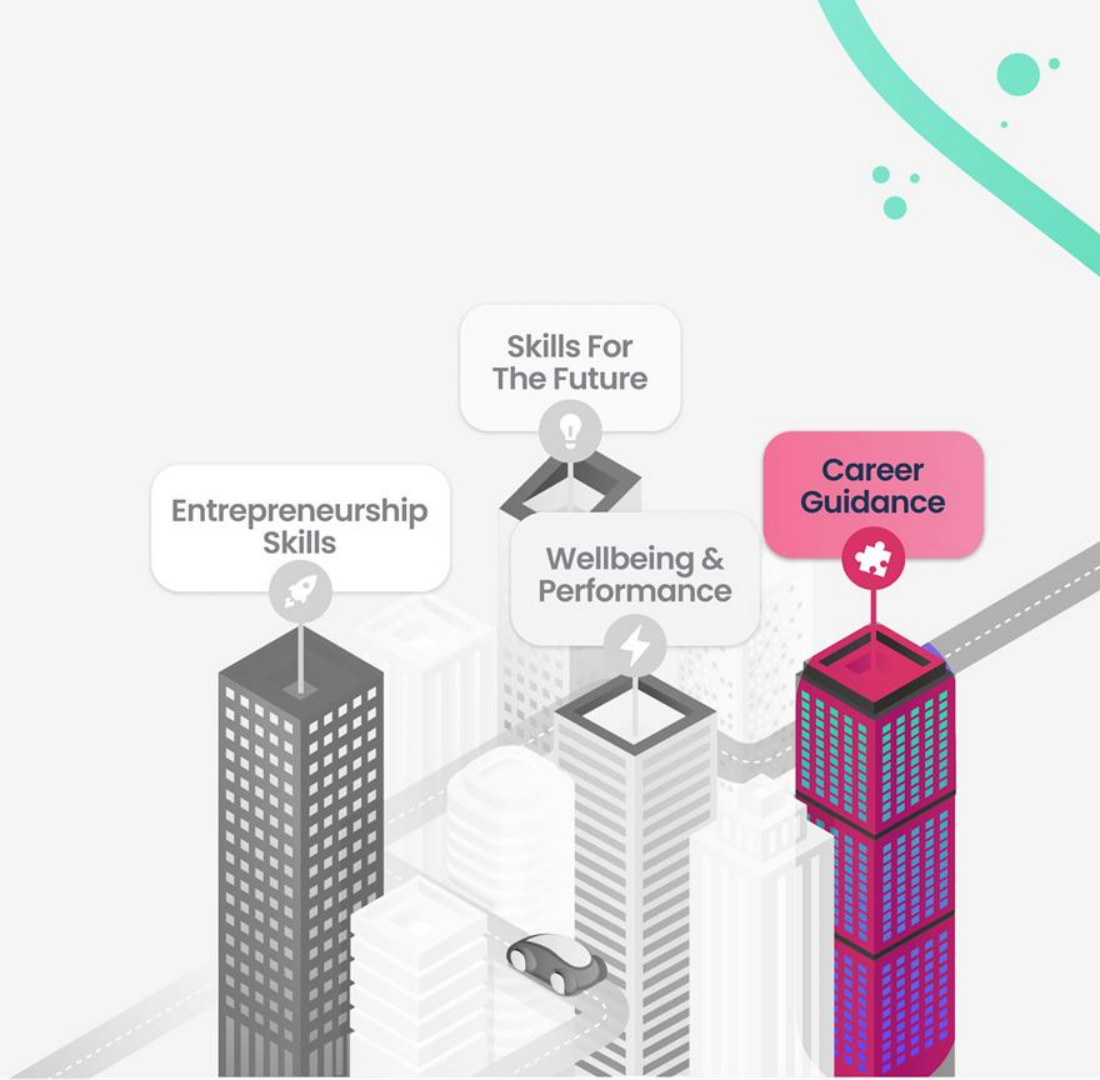
four pillars



# Career Guidance

Dedicated to help students identify a passion-led career.

Includes Experiences like: **Build Your CV** or **Your Future Dream Job**.





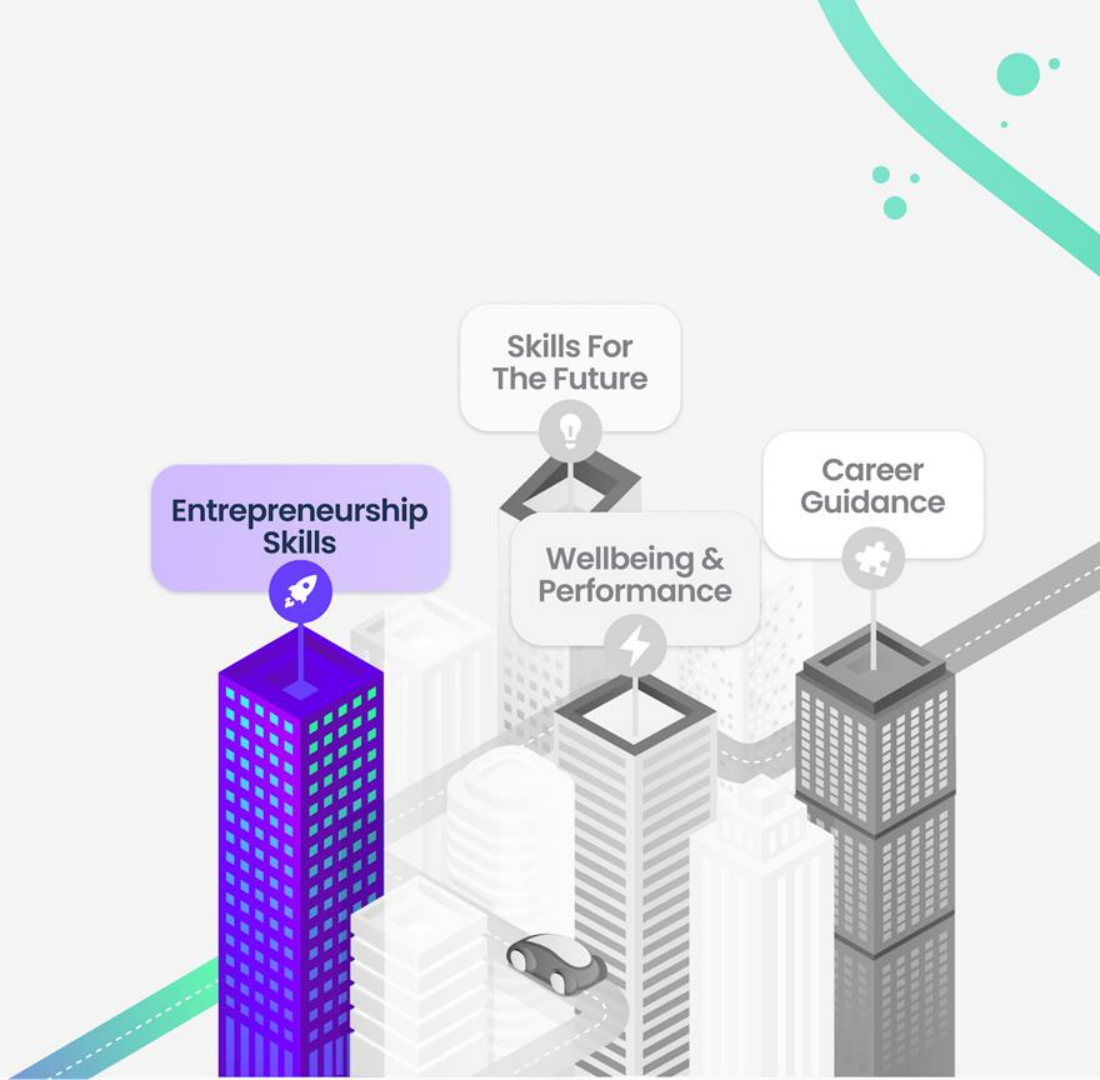
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# Entrepreneurship Skills

All about how to create startups - be they businesses or charities.

Includes Experiences like: **Concept to Prototype** or **Pinpointing Problems**.



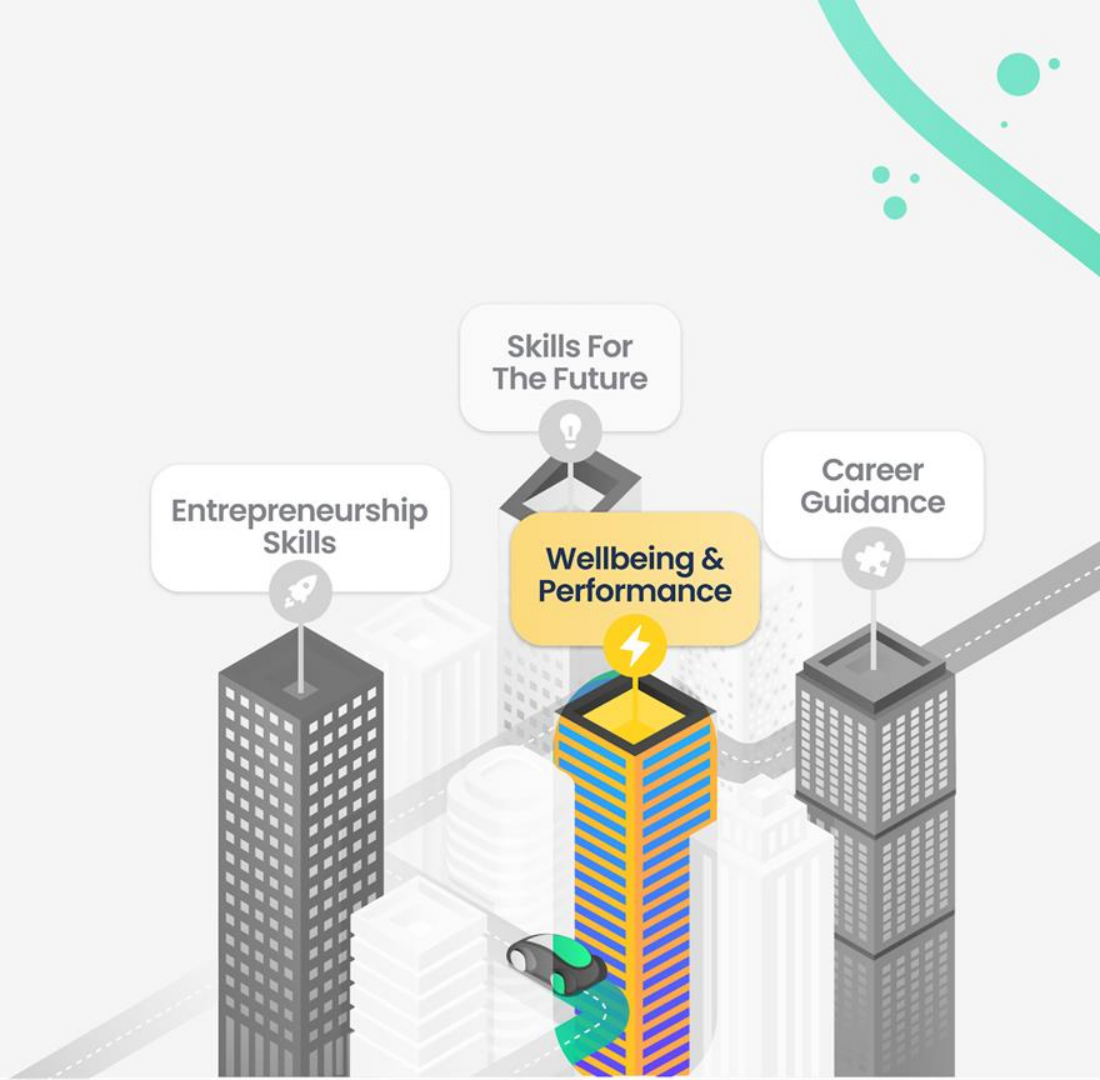
four pillars



# Wellbeing & Performance

Focusing on the body and mind to help develop habits for success.

Includes Experiences like: **Dealing with Emotions** or **Personality Power**.



# What is the Internship



Set Menu

# The Internship

**8billionideas' The Internship** - our most popular - and award-winning programme, is a virtual 3-day Broadcast that will give students an introduction to the world of work and employability skills. They will get to tour our departments and learn the ins and outs of each one to gain a holistic view of how an international company works.

 **Time:** 3 Days

 **Devices:** Needed

 **Age:** 15-18 y/o





# Agenda

## Day 1

What Is: Human Resources

Interview Skills

Teamwork For Success

What's Your Work Personality

Creating Culture: Hiring The Right People

## Day 2

Creative Industries: Careers In Design

Concept To Prototype

Design An App

Digital Designer: Using Figma

Design Direction: Face Of The Company

## Day 3

What Is Marketing?

Meet Your First Customer: The Power Of Profiles

What Is Sales?

Creating The Proposal

Win Them Over: Difficult Clients



## ★ Outcomes

- ✓ Discover the purpose of key departments in a business.
- ✓ To develop an understanding of the skills needed to excel in the workplace.
- ✓ Discover some of the day-to-day actions departments undertake.

# Student Induction Pack

Welcome to the 8billionideas Internship.

Throughout the course of The Internship, you will be working within different departments across many industries. This will give you an insight into the way real businesses run and has created a fictional events company, The Main Event, to simulate your experience throughout. We ask you to treat The Main Event as if it were real - this will allow you to gain valuable experience of how the kind of day-to-day activities you might pursue in your careers. The information in this Induc is useful to refer back to throughout.

## The Main Event

### Who are we?

The Main Event is a B2B (Business To Business) and B2C (Business To Consumer) services company planning parties, get-togethers, and celebrations. We offer packages ranging from basic to luxury to customer needs, and work with local venues and service providers to ensure everything runs smoo

We offer bespoke packages and a library of party themes, and can help with any type of get together



### Our company ethos

The Main Event has a mission:

**"Our mission is to provide exciting, engaging, and memorable celebrati all occasions"**

Our company values allow us to execute on this vision. They are represented as the following:

#### Enjoyment

#### Resilience

However, our company culture (including our mission and values) is in need of an overhaul. We would like to assist in creating a more focussed and updated company culture in order for us to thrive as a b

## Main Event

### Our product set

#### Birthday Parties 🎂

• **Basic Birthday Bash | £**  
A fun birthday party with all the planning stress taken care of by The Main Event. Choose your colours and we'll decorate your venue, set out the party bags, and get the atmosphere just right.

• **Themed Birthday | ££**  
Choose a theme from our extensive library and let us take care of the rest. All you need to do is show up and enjoy the celebration. From decorations, to games, to food, we have everything you need—don't worry about a thing!

• **Go Big Or Go Home Birthday | ££££**  
The clue is in the title! We take care of absolutely everything and pull out all the stops. This is our gold-standard offering.

### Theme library

The Main Event offer a variety of themes, designed to fit a variety of occasions:



Carnival



Beach Paradise



French Sophistication



Under The Sea



Superheroes



Sports



Winter Wonderland



Retro Nostalgia (Based on the birth-decades)

## Main Event

### Everything we offer

Please find below a list of all the services we provide across the product set:

- Planning
- Invitations
- Decorating
- Professional party guests (to look like you're more popular than you actually are and increase the turn-out)
- Celebrity holograms & cut-outs
- Exclusive party bags with The Main Event merchandise.

### Client profiles

Our client database categorises clients into the following client archetypes:

#### Highly Engaged Hannah



• **Goals & Motivation**  
Have the most amazing party ever within her budget and means.

• **Pain Points**  
May need to impress people and may be anxious about The Main Event planning everything - struggle to relinquish control.

• **Common Objection**  
"So you're really going to take care of everything?" But what if something goes wrong..."

• **What The Main Event do?**  
Walk her through the process and be very clear about what to expect, tell her exactly what's involved in the Product she has bought.

#### Demanding Dean



• **Goals & Motivation**  
Knows exactly what he wants and expects a bespoke and luxury party without necessarily paying for it.

• **Pain Points**  
Wants a luxury and personalised party, may want themes and extras that aren't in the library or included in his package.

• **Common Objection**  
"This better blow me away!"

• **What The Main Event do?**  
Show the detail and level of care involved in the party, and build strong relationship with him or his team as early as possible.

#### Clueless Co



• **Goals & Motivation**  
Have a party that go through he has left it minute.

• **Pain Points**  
Wants a smoothly n doesn't understand to compromise six minute.

• **Common Objection**  
"What do you mean advance notice? I've time!"

• **What The Main Ev**  
Manage his expecta develop strong lines communication.

## Your Dossier

### What to expect.

Throughout the Internship, you will work through individual tasks related to the department you are working in. Each Experience will have an activity to help facilitate the learning tied to the task.

However, to maximise the value of these Experiences, we would like you to create a **Dossier**. A Dossier is a document that captures your learning, the tasks you have completed, and your growth throughout this programme. At the end of each day, there will be some time dedicated for you to add to your Dossier.

We want to give you the freedom to add your own spin on your Dossier, so how you create this document is up to you! Please find below some examples of how you might want to approach this over-arching activity.



### Presentation Deck

You might want to create a PowerPoint or Slides deck which captures the work you do throughout The Internship, adding to it each day.



### Compilation Document

Create a Word or paper document which compiles the knowledge and skills you are building throughout The Internship programme.

Whichever way you decide to format your Dossier is totally up to you, but remember to pour your personality into it - whether that is through aesthetic, tone of voice, or images.

Your dossier will be a record of what you have learnt throughout The Internship, and will be an incredibly valuable addition to CVs, UCAS applications, and or as examples of experience in many job interviews.





## The Internship

A fictional events  
planning and  
services company.

The  
**Main Event**

Scan me!



# Questions?

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