

## Practicum Site Posting

**Site:** AEC

**Supervisor Name:** Mike Martin

### Practicum Student Volunteer Summary

Allen Event Center is seeking a seasonal practicum student volunteer that has a passion for gaining corporate partnership, ticketing, and client service experience at a major sports and entertainment venue in Dallas-Fort Worth area. This opportunity will assist and support Assistant General Manager, Director of Sales, Box Office Supervisor, and Senior Marketing Coordinator in all facets of business. This opportunity will receive a “hands-on” experience and should expect to get a thorough understanding of all aspects of these areas of business.

### Potential Experience Areas (not an inclusive list)

1. Corporate Partnership
  - Explore and understand each existing partner’s business and industry. Understand their goals and objectives and how Allen Event Center can help drive those goals and objectives.
  - Manage various projects of disciplines within the Corporate Partnerships Department that will positively impact the team’s strategy for current and new partners.
  - Assist with proposals, contracts, and end of agreement recaps for renewal.
  - Track asset fulfillment within existing contracts.
  - Assist with special event needs as it relates to corporate partnership activation and the overall event itself.
  - Research and identify new prospects.
2. Ticketing
  - Assist ticketing department with written and verbal communication to Premium Level Suiteholders & Club Seat Holders.
  - Research package types, pricing, and other industry trends with respect to premium level seating.
  - Learn Ticketmaster platform from a sales, service, and client perspective.
  - Assist on event days in multiple areas. This would include box office, ticket entry points, in-person customer/client visits, premium level preparation and service, phone & email inquiries, etc.
  - Collaborate on ideas and existing initiatives to drive sales efforts.
3. Client Service – Learn and understand the importance on “Touchpoints.” Assist with executing touchpoints to stay engaged with clients and increase retention.
4. Other duties and responsibilities as assigned.

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### Preferred Qualities & Knowledge

- Flexibility to participate in unconventional practicum hours that would include nights, weekends, etc.
- Positive attitude.
- Ability to communicate professionally and effectively with prospects, season ticket members, guests, and peers.
- Excellent organizational and oral/written communication skills.
- Passion for working in a team environment.
- Ability to work both collaboratively and independently.
- Microsoft Office (Word, Excel, PowerPoint, Outlook).
- Familiar with social media platforms (Facebook, Twitter, Instagram, YouTube).

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Practicum Student (printed)

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Date

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Practicum Supervisor (COA Staff)

\_\_\_\_\_  
Date