Expanding Knowledge:
Spring 2021 Intern Profiles

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TRIBAL PROFESSIONAL DEVELOPMENT INTERNSHIP PROGRAM 18+ INTERNSHIP PROGRAM

Why did you choose to join the Tribal Professional Development - Internship Program?
I chose to participate in the program to understand how the business works and learn something new as well. My other reason for joining is due to my interest in the theme park and entertainment world—in how they grab the attention of patrons. I wanted to see what makes
marketing tick in terms of how an audience can be drawn towards these places.

What department did you choose to intern with? And why?
I chose to intern in the Marketing department. I explored each branch to understand how each was tailored to attract audiences. For me, I found the Property and digital aspects of marketing to be quite interesting.

What is one or two valuable things you have learned in your internship?
The internship showed me two things. It showed me how much analysis and deep research goes into making the cautious decisions and risks that the Tribe makes into deciding how to advertise to the audience. Plus, the aspect that goes into reaching each group—within the specific environments they live in—and drive those audiences toward the Tribe. I'll drop in another: the competitive side, which shows off what one product can offer compared to the competitors, such as the VIP offers our Tribe brings that is different from others. It's these aspects that taught me to look at everything in order to draw people in and even use key words to show how unique the product you're advertising can be.

Why should the Tribal Community participate in the Tribal Internship Program?
I feel that everyone should give the internship a chance because it can truly show you how and what you could potentially do in terms of a career and a job. You're never too young or old to learn with an internship—this is a venture to find your path to the future. Plus, you will discover skills you didn't know you had.

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