



Newport County Convention & Visitors Bureau Intern Manual



Welcome to the Newport County Convention & Visitors Bureau!

About Us

The Newport County Convention & Visitors Bureau (NCCVB) is the official travel marketing organization for Newport, Rhode Island. The NCCVB is a non-membership based organization that strives to attract leisure and business travel to the City of Newport and the five townships of Newport County— Jamestown, Middletown, Portsmouth, Tiverton, and Little Compton. The NCCVB is primarily funded through taxes collected by the lodging properties and is governed by a board of directors representing the entire county. The organization is comprised of three departments— Sales, Marketing, and Visitors Services/Operations, which oversees the Newport Visitor Information Center.

The Internship

Your internship will be based in the Marketing Department, where you can expect to assist with a variety of projects including providing feedback on advertising, assisting with public relations events, compiling press kits, providing input and assistance for our websites (www.GoNewport.com and www.YourNewportWedding.com), assisting with research surveys sent out to our local hospitality industry, and working on any other special promotions such as our annual getaway packages, VIP program, destination coupon book, etc. In addition, interns may work at times in the sales department, assisting in preparation for sales events such as trade show & receptions for clients. We also try to incorporate a bit of experience working with the visitors in the visitors center—providing information & getting hands on experience in the consumer side of tourism.

The internship is a mix of experience and observation, as we will try to bring the interns to a variety of meetings and events as well. We hope you will enjoy the diversity of the program and take advantage of the opportunity to learn about a variety of areas. We all encourage you to ask questions—we want to be sure you get the best experience possible, so feel free to ask lots of questions and participate!

Dress Code

At all times, you should dress in a manner appropriate to our business environment and the work you are performing. Our staff dress code is generally business casual, and we ask that you emulate that as best as possible. Student interns are not expect to be dressed up in full business attire, but should look presentable. At certain times we may like to have you accompany us to a business meeting, in which case you must be dressed appropriately. Jeans, sneakers, and t-shirts, are not permitted at any time. Open toe shoes should be worn with discretion— no flip flops. Examples of appropriate clothing for ladies are: dress pants, khakis, skirts, sweaters, button down blouses, knit tops, etc. Examples of appropriate clothing for men are: dress pants, khakis, sweaters, shirts, polo shirts, etc.

Office Equipment

The Newport County Convention & Visitors Bureau will provide you with all the tools you'll need to complete tasks relative to your internship. You will have access to a telephone, computer, Internet, email, printers, and fax machines. All uses of this equipment should be for the purpose of your work. Personal use of your phone and computer should be kept to a minimum.

Compensation

Internships at the NCCVB are unpaid. The NCCVB is willing to work with any university program in which students are doing the internship in exchange for credits. The NCCVB will reimburse students for the cost of traveling over the Newport bridge if they are crossing the bridge to get to the office. Bridge travel is reimbursed at the \$1 token rate, not the \$2 cash rate.

Newport County Convention & Visitors Bureau Staff Directory

Evan Smith, *President and CEO*

401-845-9113 - EvanS@GoNewport.com

Administration

Debbie Gatta, *Finance Director*

401-845-9126 - DebG@GoNewport.com

Mary Ann Kelly, *Finance Coordinator*

401-849-8048 - MKelly@GoNewport.com

Marketing and Communications Department

Kathryn Farrington, *Vice President of Marketing*

401-845-9117 - KFarrington@GoNewport.com

MaryEllen Fitzpatrick, *Communications Manager*

401-845-9151 - MaryEllenF@GoNewport.com

Annie Colella, *Advertising & Marketing Manager*

401-845-9138 - AColella@GoNewport.com

Jan Hagerstrom, *Senior Marketing Research & Web Site Coordinator*

401-845-9150 - JanH@GoNewport.com

Ellen Crawley, *Assistant to Marketing and the President*

401-845-9110 - EllenC@GoNewport.com

Sales Department

Tim Walsh, *Vice President of Sales*

401-845-9132 - TWalsh@GoNewport.com

Jennifer Pitt, *National Sales Manager*

401-845-9114 - JenniferP@GoNewport.com

Anne Roberts, *National Sales Manager*

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Patricia Smurro, *National Sales Manager*

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Damon Gordon, *Tourism Sales Manager*

401-845-9119 - DamonG@GoNewport.com

Susan Pratt, *Senior Sales Coordinator*

401-845-9115 - SPratt@GoNewport.com

Rebecca Kenney, *Sales Coordinator*

401-845-9133 - RebeccaK@GoNewport.com

Visitor Center / Operations Department

Cathy Morrison, *Vice President Operations*

401-845-9112 - CathyM@GoNewport.com

Jennifer Bailey, *Senior Information Coordinator*

401-845-9129 - JBailey@GoNewport.com

Newport County Convention & Visitors Bureau

www.GoNewport.com

23 America's Cup Avenue, Newport, RI 02840

401-849-8048

Your Duties as an Intern

No day is ever the same at the Newport County Convention & Visitors Bureau! You can expect your days to be filled with a mix of desk work, meetings, and more. Your supervisors will regularly assign projects in a variety of areas. In addition, below is a list of ongoing projects that you can always be working on between other assignments. Inquire with your supervisors as to how to manage these.

- Organize and stock the brochure racks on the second floor
- Fulfill advertising lead requests
- Distribute media clips to industry partners
- Assemble press kits
- Update media contact lists
- Update leisure lead database
- Help with distribution of collateral material

Supervisor

Annie Colella, *Advertising & Marketing Manager*

401-845-9138 - AColella@GoNewport.com