

## 1. Facts about myself

My name is Celina Bietmann, I am 19 years old and I am currently absolving the second year of my apprenticeship as an industrial business management assistant.



I am working at Westnetz GmbH in Münster, Germany. My company is the leading distribution system operator for electricity and gas in western Germany. We are in charge of planning, building, maintaining and operating the power and gas distribution systems and we continuously invest in the extension and reconstruction of networks for the smart technology of tomorrow's infrastructure.

My expectations for this internship are to improve my English skills, learn more about the country and the people who live here and to get in touch with the work in another country.

## 2. Facts about the country

Ireland is an island in the North Atlantic. The size amounts more than 70.000 km<sup>2</sup> and the population is about 4,6 million. It is segmented in the Republic of Ireland, which is occupying about five-sixths of the island of Ireland and Northern Ireland, which is a part of the United Kingdom.

The cultural life mostly takes place in the few large centers (Dublin, Cork, Galway and Limerick). Life outside of these cities (including in the Midlands) is quiet in the very sparsely populated country and largely dominated by agriculture and fishing. Nevertheless, there is increased development of tourism.

Ireland has many places that you have to see. Especially the country has many natural phenomena. For example the Cliffs of Moher, the Burren, Giant's Causeway or the Glendalough valley. One of the most famous places are the Cliffs of Moher, which are 214m at their highest point and they stretch for 8 kilometres along the Atlantic coast in the west of Ireland. From the Cliffs of Moher on a clear day you can see the Aran Islands and Galway Bay.



Ireland is a constitutional republic with a parliamentary system of government. The government is a representative democracy with a president (Michael D. Higgins), a prime minister (Enda Kenny) and a parliament. The national parliament of the Republic of Ireland is made up of the President of Ireland and two chambers.

A huge difference to Germany is the mentality in Ireland. In Germany, everyone is striving to be always on time, while in Ireland everything is seen more relaxed. The social system in Germany is better than the Irish I think. In Ireland you can only conclude a private health insurance, which is very expensive, that is the reason why the people go to the doctor less often. Also the costs of living are very expensive, like the rental for an apartment, the food or the hygiene products.

### 3. The company of my internship



Magpie Audiovisual is an event management company in the centre of Dublin, which was founded in 1989. It is only a small business, with four employees in the office and four employees in the warehouse.

Magpie's core business is audio visual equipment hire. They are specialised in conferences, particularly simultaneous interpretation and business events.

They provide a wide range of high quality audio visual equipment, from basic equipment such as projectors, large display screens, sound systems and lighting, to simultaneous translation equipment, wireless delegate microphone systems and voting, which is combined with expert on and off site technical support.

#### 4. Activities at the company

- Research about conferences and events in 2016/2017 in Dublin, where we can be a service provider. Identify the venues, dates and organisers.
- Generate a Master list of event companies, pr companies and communication companies that Magpie currently doesn't deal with. Identify the targets and determine the offering.
- Identify businesses in Dublin 8 with which Magpie could work together. Identify those who may have requirements for Magpie services and determine the marketing approach.
- Gathering testimonials by contacting the last year's top clients by mail.
- Write an offer and send it to the event companies, pr companies and communication companies Magpie currently doesn't deal with.
- Review what competitors are doing online and see if there are any additional opportunities for Magpie.
- Set up a Magpie Linked IN Profile. It is a website like Facebook, but for companies and professionals.





## 5. Conclusion

After I changed my host family I was very happy. My host mother, Margaret is a very lovable and incredibly friendly person. We got along great and even though I was afraid first to be alone in a host family, I felt after just a few hours like I am at home. Margaret received me immediately heartily and we talked a lot, which was great for my English.

The internship met my expectations with regard to improve my English and that I got to know this gorgeous country and its people better.

But unfortunately I have to say that I did not really get an insight into the profession as an Event Management Assistant, this perhaps may be due to the short time that we had at our disposal. Moreover, in my opinion, the language school with 3 days in the first week and only 4 hours each day was much too short. However, we had a really good teacher, who taught us a lot in the three days. Especially in terms of grammar and tenses, he explained these exceptionally well.

In relation to our educational content in vocational school, I do not see any correlations to my work in Ireland.

What is very striking that the people are all very friendly and helpful and also much more relaxed and not take everything so seriously. After only two days it was usual for me to speak English. The time in Ireland was a really good experience for me and it was not only helpful with regard to my English skills, It improved my confidence and social skills immensely.

On the whole, I'm satisfied with the internship, I would do something like that again at any time and I recommend it to everyone to make this experience.