

Alexandra Oates

Degree course	International Business
Current year of study:	3rd year
Internship details:	Beltane Fringe Intern (IAD)
How long was your internship:	12 weeks



Description of your role and responsibilities?

I was responsible for all the marketing of the Cabaret of Dangerous Ideas, which would take place at the Edinburgh Fringe Festival, made up of 25 shows (different one every day) performed by 34 academics and researchers. My task was to market the Cabaret so that people knew it was different every day, to encourage repeat sales. I had to research previous years' figures and evaluations, and use this to put together a marketing plan for this year. Once the Fringe began I was on site every day helping to run the show and collect statistics.

What interested you in this specific role?

I am very interested in marketing, and saw the prospect of having a different show every day to market as a great challenge.

How have you benefited from this experience?

The benefits I have gained from this experience are priceless. I have been given so much responsibility that I have grown more than I could ever have imagined. I have been challenged daily but enjoyed every second.

What advice would you give to future interns?

Always ask, there's no such thing as a stupid question. If you have an idea, put it forward! Don't be afraid to ask or accept more responsibility, the edge of your comfort zone is where you will perform best. Finally make the most of every day, as it will be over before you know it!

