51 Ways to Ignite Your Backburner
Real Work Interns Can Do

Having student workers can be rewarding for all involved. The key to success is to know how to make interns as productive as possible. And while every business is unique and every career field has its own needs, there are many ways to create mutually rewarding internship experiences. Here's a list of ideas from **Z University** that can make a difference!

Business Marketing
- Identify prospects
- Pursue business leads
- Develop/send marketing materials
- Write and send news releases
- Write articles to publish
- Plan events
- Develop presentations
- Identify news media for publicity
- Research advertising placements
- Arrange speaking engagements
- Pursue sponsorship opportunities
- Seek websites for any purpose
- Prepare award submissions
- Write opinions/editorials
- Do community service

Business Intelligence
- Gather competitive intelligence
- Identify/profile industry insiders
- Conduct formal market research
- Uncover existing research/facts
- Obtain details about associations
- Identify and track industry events
- Monitor industry news/trends
- Locate relevant news/articles
- Identify local events/networking opportunities
- Find credible information/sources
- Review editorial calendars
- Track internal performance/metrics
- Monitor regulatory happenings

Business Management
- Contribute creative ideas
- Research/write for company publications
- Manage/freshen website content
- Support employee training needs
- Assist with presentations
- Conduct internal research
- Maintain a resource library
- Disseminate communication
- Track/manage inventory
- Design charts, graphs, posters
- Format business documents
- Maintain the company database
- Organize company files
- Photograph events (if qualified)
- Find graphics/stock photos
- Take meeting notes
- Compile technical reports
- Supplement back-office accounting
- Perform software/hardware modifications
- Help write handbooks/manuals
- Identify vendors, partners, resources
- Find premiums for giveaways
- Recruit the next interns

INTERN TOOLKIT
JUST ADD TALENT