



2024 Internship Program

Overview:

- CATA and the Chicago Auto Show seek college students who demonstrate interest in automotive careers, marketing, events, media relations, communications, social media, or public relations for an internship opportunity. Qualified Students will work as a team with Show Management (primarily the Communications/Marketing Dept). The internship team will meet virtually for onboarding meetings in December in preparation for the 2024 Chicago Auto Show. During the month of January, the internship team will be expected to attend and assist with in-person, pre-auto show events that cater to Chicago media in addition to virtual meetings. Interns will be assisting with social media content generation, ideation and tracking leading up to and throughout the show. In February, the team will be expected to work on-site regularly at the 2024 Chicago Auto Show which takes place at McCormick Place in Chicago, IL (must reliable transportation to get to and from work) and have a flexible schedule. After the show concludes, interns will continue to assist with media / social media tracking and assist in the creation of post-show presentations to sponsors and auto manufacturers.

Benefits:

- Hands-on experience planning and executing one of Chicago's largest conventions and the nation's largest auto show.
- Exposure to and networking opportunities with local and national media outlets, auto manufacturer executives, corporate sponsor contacts, and event production companies.
- Professional writing experience with tangible work examples.
- Involvement with executing one of Chicago's largest single-day fundraisers, the First Look for Charity black-tie gala.
- Real-world application of social media skills through content generation and posting on public, verified accounts.

Eligibility:

- Students must currently be enrolled in higher education program which offers and/or considers internship opportunities for course credit.
 - School/faculty advisor must approve for credit. It is the sole responsibility of the enrolled student to communicate, seek and comply with all school credit requirements. CATA will provide any course credit necessary documentation to the school for the intern.
- Availability Mid-December 2023 – Mid-March 2024 (combination of virtual & in-person).
 - Must be available in-person at the Chicago Auto Show February 7-19 (various hours).
 - The Chicago Auto Show management office is located in Oakbrook Terrace, IL.

**Qualifications:**

- Reliable, creative, outgoing, personable, professional and comfortable interacting with the public.
- Project an appropriate image with respect to dress and demeanor.
- Prior experience with managing a brand's social media accounts, including Facebook, X, Instagram and TikTok.
- Strong written business communication skills with a focus on quality, error-free work.
- Must be a problem solver with the ability to prioritize.
- Must have a flexible schedule with the ability to work 30 to 40 hours per week, including weeknights and early mornings, during the Chicago Auto Show February 7-19, 2024. Must have open weekend availability. Ability to work hours scheduled. Punctuality is critical.
- Must have the ability to work well in a team, as well as individually.
- Ability to work in compliance with company policies and procedures.
- Ability to follow both oral and written direction.
- Ability to think critically and quickly and to articulate information in a clear, concise manner to others.

Physical Requirements:

- Ability to communicate in English, both verbally and in writing.
- Works under tight deadlines and in pressure situations.
- Sit and/or stand for extended periods of time.
- Average pushing and pulling, bending and stooping.
- Lift and carry up to 25 lbs.
- The Company may make reasonable accommodations to facilitate the ability to perform essential job functions.

Job Responsibilities:

- Assist with social media tracking, posting, and content generation.
- Assist with Chicago Auto Show press conferences.
- Draft show press releases and compile media lists.
- Act as a Social Squad on the show floor during public days to capture content, engage with attendees.
- Engage with sponsors/vendors to ensure their set-up and activations are in good standing.
- Assist with, attend, and execute special events, client events, and activities from the show location or on premise.



- Assist with vetting media and influencers for the show's media preview events.
- Represent the show in a professional manner that projects desired show image at events with a high level of customer service. Interact with the general public, media, clients and show staff at all times during events.
- Communicate frequently with other staff during the event.
- Maintain positive attitude during events.
- Attend staff meetings and brainstorming sessions.
- Complete other duties as requested and needed.

Compensation:

- This is an unpaid internship. Qualified students may be eligible for school credit based on Advisor review and approval. CATA is not responsible for review, approval or denial of course credit.

Per Diem Expenses:

- Parking/admission will be provided at the Chicago Auto Show and any subsequent ancillary events.
- All meals will be covered while working at the show.