



Are you looking for a speaker that will not only stress the importance of building a sustainable internship and entry-level talent program to your line managers, but will also explain how to do it based on in-depth research?

INTRODUCING TOTAL INTERNSHIP MANAGEMENT

Utilizing interns is the perfect way to conduct recruiting activities by identifying future hires, increasing retention rates, maintaining a pipeline of highly qualified candidates, creating and building relationships with local universities and organizations, and having short-term projects completed by an educated workforce.

For the above to be true, organizations must host effective and meaningful programs. How is this done? What are students looking for? What are the expectations of universities? What can organizations do to make their programs the best they can be?

Total Internship Management is designed to help your organization build a win-win internship and entry level talent program. The presentation includes detailed statistics from proprietary Intern Bridge research. Qualitative and quantitative responses are shared from the National Internship and Co-op Study - a detailed examination of what makes internship programs successful based on the responses of over 100,000 students from more than 500 universities.

AVAILABLE PRESENTATION TOPICS

- Understanding and communicating with the Millennial generation;
- Making the business case for internship programming;
- Gaining executive level support;
- Planning for the best time of year to host interns;
- Structuring internship projects, assignments, and tasks;
- Choosing the most appropriate supervisor;
- Targeting the most fitting universities;
- Marketing the internship opportunity to students;
- Interviewing and selecting intern candidates;
- Providing out-of-the-ordinary orientation programming;
- Compensating and providing benefits to interns;
- Evaluating and providing feedback to interns;
- Gaining valuable data regarding the performance of the internship program;
- Navigating the legal environment of internships;
- Gaining organizational diversity through internships.



**TAKE YOUR COLLEGE RECRUITING PROGRAM TO THE NEXT LEVEL -
ORGANIZE A TOTAL INTERNSHIP MANAGEMENT EVENT TODAY.**

TOTAL INTERNSHIP MANAGEMENT

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ABOUT RICHARD BOTTNER

Richard Bottner is The Internship Advocate and the founder of Intern Bridge, the nation's leading college recruiting consulting and research firm. He is the author of the top-selling internship creation and implementation manual *Total Internship Management: The Employer's Guide To Building The Ultimate Internship Program*, with over 10,000 copies in circulation. He is also the founder and lead researcher of the National Internship and Co-op Study, an annual college recruiting best practices survey that has been completed by over 100,000 students nationwide since its inception. Richard has been named to Business Week's list of the Top 25 U.S. Entrepreneurs Under 25, and has received a citation from Massachusetts Governor Deval Patrick for "entrepreneurial excellence."



Richard has published four best-in-class internship books and produced a step-by-step DVD designed to help employers and universities build stronger internship programs. He has also published two resources specifically intended to help students attain success in their internship and job search. He has been a guest leadership columnist for Forbes and a featured blogger for Brazen Careerist regarding generational issues.

Richard's engaging speaking appearances have included the National Association of Colleges and Employers, Eastern Association of College and Employers and Mountain Pacific Association of Colleges and Employers. Tens of thousands of employers and career center professionals have taken part in his in-person and distance learning college recruiting best practices programs since 2005, including over 80% of the Fortune 100 companies.

Richard has participated as a keynote speaker and panelist for several public policy events, connecting meaningful internships with workforce and economic development. Hosts have included the Federal Reserve Bank of Boston, Indiana State Chamber of Commerce, Providence Chamber of Commerce, Greater Boston Chamber of Commerce, and Tampa Chamber of Commerce.

He is the author of two economic development reports relating to internships: *The State of Indiana Internships* and *Ship Out or Hang Out: The Greater Boston Knowledge Retention and Internship Report*. He has also conducted significant research into the impact of unpaid internships on the emerging workforce.

He has been quoted as an internship and generational expert in Human Resources Executive Magazine, CNN Money, Forbes, Business Week, Smart Money, Biz Journals, and more. He currently serves on the Human Capital Institute's College Advisory Panel.

Richard is a member of the New England Association for Cooperative Education and Field Experience where he serves on the Board of Directors and the Northeast Human Resources Association where he participates on the College Relations Committee.

TOTAL INTERNSHIP MANAGEMENT

For additional information, including pricing and availability, please email:
speaking@internbridge.com

TOTAL INTERNSHIP MANAGEMENT

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ORGANIZATIONS UTILIZING INTERN BRIDGE PRODUCTS AND SERVICES

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CONTACT US TODAY.