



Are you looking for a speaker that will not only stress the importance of internships to students, but will also provide critical job hunting strategies based on factual data and experience?

Richard Bottner started his first business, a DJ entertainment service, at the age of 14. Over the next ten years, he went on to start five additional companies, eventually earning him the title of Business Week Top 25 U.S. Entrepreneurs Under 25. His latest venture, Intern Bridge, was launched while he was an undergraduate attending Babson college. The need to close the gap between universities, employers, and students was apparent and Bottner took action. Intern Bridge now administers the largest nationwide survey of college students which seeks to gather internship-related data, publishes eight different books, and produces over fifty workshops and webinars every year. The company is a leading provider of professional development and best practices resources in the college recruiting space.

Richard has learned invaluable lessons over the last ten years as an entrepreneur. Many of these lessons have little to do with business. As he started working with employers, universities, and students across the nation to build better internship programs, he recognized the internship experience for students could be vastly improved by employing entrepreneurial skills and principles.

INTRODUCING INTERNpreneurship.

INTERNpreneurship is not just another career development talk. It is a presentation that will energize students and take their internship search and achievement to the next level. As a 24-year-old recent college grad and consultant to the nation's top employers, Richard's presentation integrates an unmatched level of relevance that will translate into student success.

PRESENTATION TOPICS

- Richard's entrepreneurial journey
- What employers are saying about Gen-Y
- The facts about internships – taken directly from proprietary Intern Bridge research
- Why internships are the most important thing you'll do in college
- There's no "I" in "Team"; but there is in "Internships"
- The true power of networking
- Finding your dream internship
- Building your personal brand
- Acing the application process
- Richard's dictionary for success

Throughout the discussion, Richard incorporates data and his experiences as a college recruiting researcher, entrepreneur, and The Internship Advocate.



AN EXAMPLE OF SOME OF THE ORGANIZATIONS INTERN BRIDGE HAS WORKED WITH:

McDonalds * Best Buy * Staples * Visa * Social Security Administration * CVS * Disney * Geico
Johnson and Johnson * Verizon * Blue Cross/Blue Shield * L'Oreal * Lowe's * Mattel * Reebok

INTERNpreneurship

INTERN BRIDGE, INC.

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.

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For additional information, including pricing and availability, please email:
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