



2020 SUMMER INTERNSHIP PROGRAMME

APPLICATION GUIDE

# IMG IS A GLOBAL LEADER IN SPORTS, FASHION, EVENTS AND MEDIA, OPERATING IN MORE THAN 30 COUNTRIES.

The company manages some of the world's greatest sports figures and fashion icons; stages hundreds of live events and branded entertainment experiences annually; and is a leading independent producer and distributor of sports and entertainment media. IMG also specialises in sports training and league development, as well as marketing, media and licensing for brands, sports organisations and collegiate institutions. IMG is part of the Endeavor network.







# US + YOU

Are you looking to kick-start your career and gain experience at one of the largest sports and entertainment companies in the industry?  
Are you looking for an exciting 8-week challenge in a collaborative, innovative and engaging environment?

## IF SO, THE IMG INTERNSHIP IS FOR YOU.

Successful applicants will receive a unique insight and introduction to the company and will work on active client projects where you will be encouraged to seize every opportunity presented.

We are looking for individuals who:



ARE OPEN  
MINDED



ARE  
CURIOUS



ARE  
PASSIONATE



HAVE A GLOBAL  
MINDSET



ARE  
DRIVEN



HAVE AN INTEREST  
IN SPORT, MEDIA  
& ENTERTAINMENT



# THE PROGRAMME

The IMG 2020 Summer Internship Programme offers an 8-week paid placement across various business areas.



## DATE

+ Monday 22 June –  
Friday 21 August  
2020



## ELIGIBILITY

+ Students living  
in the UK currently  
studying at degree level  
(or equivalent)  
+ Students who have  
graduated within the past  
year (2019)



## LOCATIONS

+ Chiswick Business Park  
+ Stockley Park  
+ Wembley Stadium  
+ Shoreditch



## PERKS

+ Executive Speaker Series  
+ Social-Impact Participation  
+ Tour of Wembley Stadium  
and IMG Studios  
+ CV Coaching  
+ + Networking Mixers

## 01 THE PROGRAMME

## 02 THE TIMELINE

## 03 THE APPLICATION

## 04 TIPS

## 05 GENERAL REQUIREMENTS

## 06 THE PLACEMENTS

### EVENTS

ARTS AND ENTERTAINMENT

GOLF

STRATEGIC PARTNERSHIPS

WEMBLEY

### MEDIA

CHANNELS

COMMERCIAL

ESPORTS

FINANCE

IMG REPLAY

LIBRARY SERVICES

MARKETING

STRATEGY

TENNIS

### OTHER

1600VER90

BRAND LICENSING

IT

## 07 FAQs

# 02

## THE TIMELINE



01 THE PROGRAMME

02 THE TIMELINE

03 THE APPLICATION

04 TIPS

05 GENERAL REQUIREMENTS

06 THE PLACEMENTS

EVENTS

ARTS AND ENTERTAINMENT

GOLF

STRATEGIC PARTNERSHIPS

WEMBLEY

MEDIA

CHANNELS

COMMERCIAL

ESPORTS

FINANCE

IMG REPLAY

LIBRARY SERVICES

MARKETING

STRATEGY

TENNIS

OTHER

1600VER90

BRAND LICENSING

IT

07 FAQs



# THE APPLICATION

Our hiring process is thorough and purposeful to ensure everybody who is interested in joining our team has an equal opportunity.

The application form has been designed to make the process fair and consistent and to ensure that all information required is captured.

## APPLICATION REQUIREMENTS



PERSONAL  
INFORMATION



EDUCATION



WORK  
EXPERIENCE



SKILLS



PLACEMENT  
CHOICE\*



ESSAY^

\*Choose three placements you would most like to work within and reasons for choosing them.

^Submit a reflective essay describing any experiences that have helped you to prepare for a future career in the media/sports/entertainment industry.

*Please note: You are unable to save and return to your application form. Please set aside enough time to complete it in one sitting.*

01 THE PROGRAMME

02 THE TIMELINE

03 THE APPLICATION

04 TIPS

05 GENERAL REQUIREMENTS

06 THE PLACEMENTS

EVENTS

ARTS AND ENTERTAINMENT

GOLF

STRATEGIC PARTNERSHIPS

WEMBLEY

MEDIA

CHANNELS

COMMERCIAL

ESPORTS

FINANCE

IMG REPLAY

LIBRARY SERVICES

MARKETING

STRATEGY

TENNIS

OTHER

1600VER90

BRAND LICENSING

IT

07 FAQs

# 04

## TIPS

01

There are no trick questions.  
We want you to do your best!

02

We are looking for you to demonstrate  
your creativity and passion.

03

Show us your personality and convince us why  
you would be an asset to IMG.

04

We celebrate individuality, so tell us what  
makes you stand out from the crowd.

05

Keep your essay clear, concise  
and relevant.

06

We are looking for a thoughtful essay that  
captures your hopes, dreams and aspirations.

07

Before submitting, please review your  
application to ensure there are no mistakes.

08

Be honest in your responses. If you are  
invited to our assessment day we may refer  
back to your application form.

01 THE PROGRAMME

02 THE TIMELINE

03 THE APPLICATION

04 TIPS

05 GENERAL REQUIREMENTS

06 THE PLACEMENTS

EVENTS

ARTS AND ENTERTAINMENT

GOLF

STRATEGIC PARTNERSHIPS

WEMBLEY

MEDIA

CHANNELS

COMMERCIAL

ESPORTS

FINANCE

IMG REPLAY

LIBRARY SERVICES

MARKETING

STRATEGY

TENNIS

OTHER

1600VER90

BRAND LICENSING

IT

07 FAQs



# GENERAL REQUIREMENTS

All placements require the following general skills:



TEAM PLAYER



COMMUNICATION  
SKILLS



WRITING  
SKILLS



ABILITY TO THINK  
CREATIVELY



TECHNICAL  
KNOWLEDGE



EMAIL /  
OUTLOOK



PHONE  
ETIQUETTE



TWITTER



FACEBOOK



INSTAGRAM

SOCIAL MEDIA AWARENESS

01 THE PROGRAMME

02 THE TIMELINE

03 THE APPLICATION

04 TIPS

05 GENERAL REQUIREMENTS

06 THE PLACEMENTS

EVENTS

ARTS AND ENTERTAINMENT

GOLF

STRATEGIC PARTNERSHIPS

WEMBLEY

MEDIA

CHANNELS

COMMERCIAL

ESPORTS

FINANCE

IMG REPLAY

LIBRARY SERVICES

MARKETING

STRATEGY

TENNIS

OTHER

1600VER90

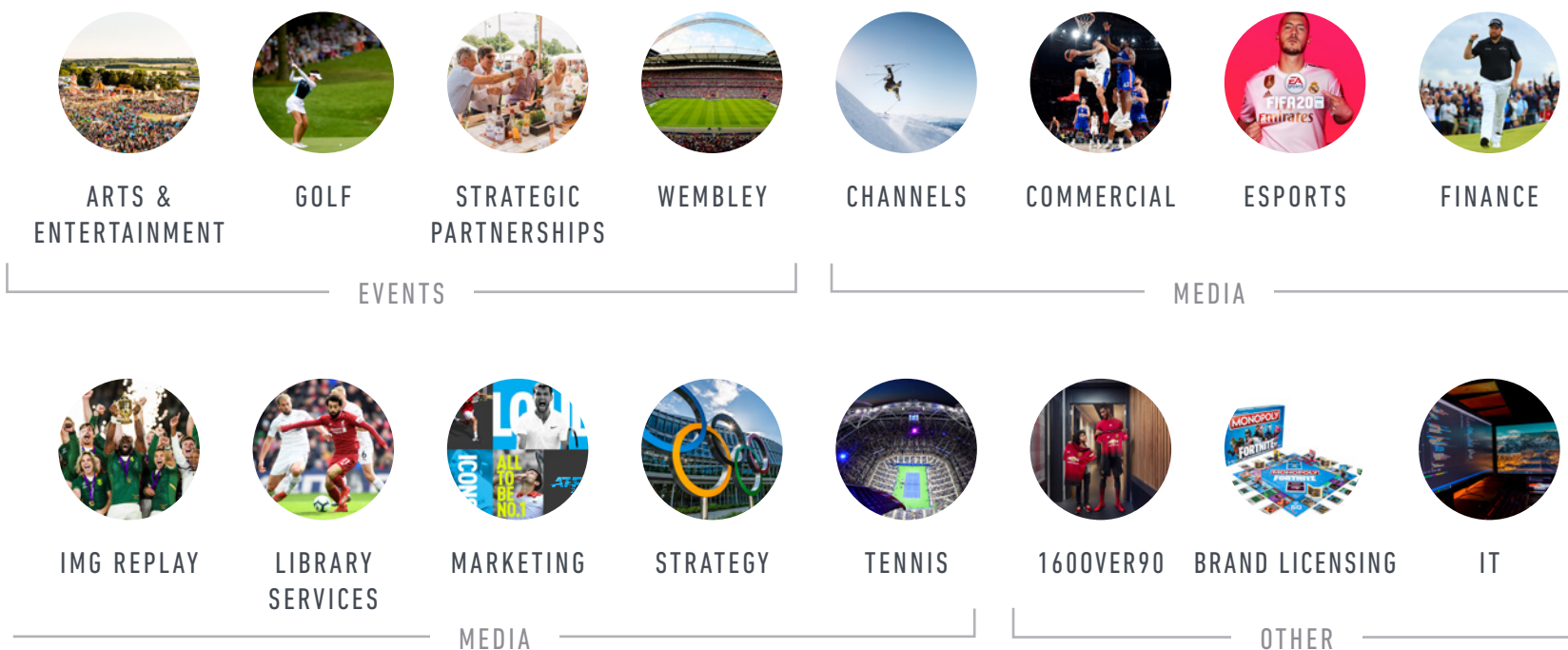
BRAND LICENSING

IT

07 FAQs

# THE PLACEMENTS

Please review snapshot summaries of each placement opportunity in the following pages.\*



\*Placements may be subject to change based on business needs.

- 01 THE PROGRAMME
- 02 THE TIMELINE
- 03 THE APPLICATION
- 04 TIPS
- 05 GENERAL REQUIREMENTS

## 06 THE PLACEMENTS

### EVENTS

- ARTS AND ENTERTAINMENT
- GOLF
- STRATEGIC PARTNERSHIPS
- WEMBLEY

### MEDIA

- CHANNELS
- COMMERCIAL
- ESPORTS
- FINANCE
- IMG REPLAY
- LIBRARY SERVICES
- MARKETING
- STRATEGY
- TENNIS

### OTHER

- 1600OVER90
- BRAND LICENSING
- IT

## 07 FAQs



## EVENTS

## ARTS &amp; ENTERTAINMENT



Arts and Entertainment produce a diverse range of events both in the UK and abroad; these projects are typically public-facing entertainment.

Projects include The Big Feastival, Hampton Court Palace Festival, the Natural History Museum Ice Rink and Hyde Park Winter Wonderland. The Event Management and Operations teams are looking for support during the busy summer period; the role will include both preparatory and onsite work. Responsibilities will include assisting with operational planning and logistics, liaising with festival participants and exhibitors, processing accreditations and making logistical arrangements.

Please note that the Internship within this department will run from Monday 22nd June – Friday 30th August.

[BACK TO THE PLACEMENTS](#)





## EVENTS

## GOLF



The Golf division is a multi-faceted business area.

With 50 years' experience in recruiting and representing the best golf players in the world, we provide a complete client-based service, which involves managing all aspects of a golfer's day-to-day career and schedule (both on and off the course).

We also own, manage or consult for more than 20 professional golf tournaments worldwide, across all continents, on all the major golf tours (men and women). Joining us in our busiest weeks of the year, it is a case of "all hands on deck", so the tasks can be extremely varied – from assisting the events team in the planning, delivery and post event analysis of the summer events, to the creation of daily press packs of media materials relating to IMG or IMG clients. The role may involve time out of the office on site at one of our events.

[BACK TO THE PLACEMENTS](#)





## EVENTS

## STRATEGIC PARTNERSHIPS



Strategic Partnerships work with category-leading global brands to build and enhance their marketing efforts with expertise in brand strategy and activation; sponsorships and endorsements; research and insights; creative development and design; digital and original content; naming rights; and public relations.

Interns will help with the research and operations of the global sales team across IMG Events, ranging from Motorsports to Arts and Entertainment, Football, Sneaker Con, UFC, Golf, Tennis and Frieze; they will also liaise with the commercial directors and managers for all events ranging from Wimbledon to Taste of London.

[BACK TO THE PLACEMENTS](#)





## EVENTS

## WEMBLEY



IMG has a 25-year contract with the FA to sell and manage the Club Wembley long-term hospitality programme at the stadium.

With a team of 30 IMG employees who have generated over £600m in contracted revenue to date, the Wembley project is a very successful partnership and a real asset to the IMG Events division. Interns gain exposure to the sales, marketing and account management side of the business, alongside being able to work on some extremely high-profile events. Interns will also create reports to track leads and sales against forecasts, analyse CRM to identify new industry sectors to target and support the sales team with event-day promotional activity.

[BACK TO THE PLACEMENTS](#)





## MEDIA

## CHANNELS



IMG own and operate two proprietary channels, Sport 24 and EDGEsport.

Sport 24 is the first and only LIVE sports channel specifically for the airline and cruise line industries. Sport 24 holds exclusive inflight and in-ship rights to the UEFA Champions League, Premier League, Bundesliga, NFL, NBA, NHL, all four Tennis Grand Slams, Golf Majors and much more. EDGEsport is an action sports channel available in over 50 countries, showcasing skateboarding, mountain biking, BMX, snow sports, motorsport, and other genres of adventure sport. The role will support commercial and marketing functions on both channel teams, including reporting, research, and social media management.

[BACK TO THE PLACEMENTS](#)





## MEDIA

## COMMERCIAL



The Media Commercial team works in close contact with major broadcasters, sports federations and rights holders to provide services ranging from media rights distribution to league development, our aim is to grow our clients' commercial value and IP.

In this role you will be assisting the Commercial team, which includes the Worldwide Sales and Account Management teams. You will support daily operations through the analysis of sports properties, creation of presentation decks, researching new business opportunities and exploring ways to optimise internal operations. The ideal candidate will be an enthusiastic, organised and determined individual with knowledge and passion for sports media.

[BACK TO THE PLACEMENTS](#)





## MEDIA

## ESPORTS



Esports is a new, exciting growth area in the sports industry. The competitive gaming scene has grown rapidly over the last few years, with professional gamers competing against each other in stadiums and arenas all around the world for large prize pools.

The esports intern will focus on all verticals in the sport, from event operations, to new game titles and sponsorship opportunities. Responsibilities will include evaluating and identifying potential sponsors and media outlets for official rights for esports properties, conducting research into new talent representation, and coordinating the sales of media rights.

[BACK TO THE PLACEMENTS](#)





## MEDIA

## FINANCE



CHISWICK BUSINESS PARK

The Media Finance team play an integral role in the success of Media Sales, with key clients including Wimbledon and the R&A.

Working within the finance team the Intern will gain an insight into the world of sports television rights and sports production. They will also learn how the finance team support this business area; assisting with accounts receivables reporting, cash flow forecasting and reporting, report analytics, financial analysis, data maintenance and administration.

[BACK TO THE PLACEMENTS](#)



## MEDIA

## IMG REPLAY

 CHISWICK BUSINESS PARK

IMG Replay represents the video archives of over 60 of the world's most prestigious sports federations, governing bodies and events.

IMG Replay is the home of sports, entertainment and lifestyle footage licensing worldwide, working with stakeholders, brands, production houses, creative agencies and other licensees on a daily basis.

The intern will assist the team with day-to-day tasks, including monthly sales reporting, brainstorming, sourcing imagery & content for federation's emails and social campaigns. They will also assist the marketing team during Wimbledon 2020 (pre-championships, during and post-championships).

[BACK TO THE PLACEMENTS](#)



South Africa vs England  
2 November 2019  
RWC  
Yokohama  
Cheslin Kolbe  
14 Caps

IMG



## MEDIA

## LIBRARY SERVICES



The Library Services is an integral part of IMG, with responsibility for cataloguing and retaining all IMG owned physical and digital media as well as prestigious world-renowned clients such as the Premier League, the R&A, the IRB and the Olympic Television Archive Bureau.

Interns will catalogue new material, conduct picture research and live logging, and assist with daily tape retrieval, delivery and return. An interest in sport and the ability to maintain concentration over a long period of time is highly recommended.

[BACK TO THE PLACEMENTS](#)





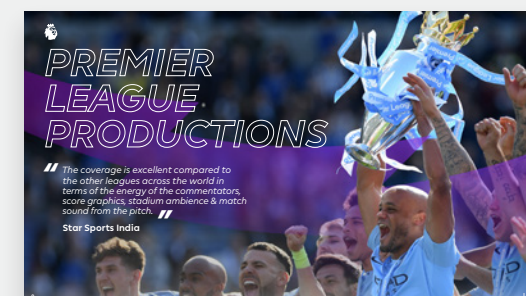
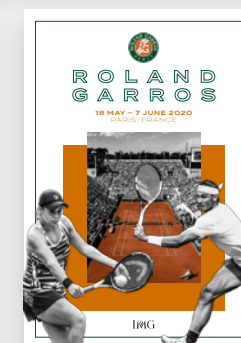
## MEDIA MARKETING



The Media Marketing team works to actively promote an extensive portfolio of sports rights and services to our network of worldwide clients and partners.

The team is responsible for responding to all creative requests within the division and is charged with the creative development, execution and communication of the marketing strategy across all business functions. The team delivers strategic creative solutions in line with the overall business objectives and ensures brand and information consistency. In this role you will be assisting the marketing team with ideation, coordination and delivery of projects, working closely with graphic designers and project managers to gather information and translate into creative. Other responsibilities will include; creating and tidying presentations, writing copy for sales collateral and helping to keep our website up-to-date. We are looking for an enthusiastic, organised and creative individual who has a passion for sports and marketing.

[BACK TO THE PLACEMENTS](#)



## MEDIA

## STRATEGY



CHISWICK BUSINESS PARK

The Media Strategy team oversees the strategic development of IMG's media business across the various business verticals.

The team supports business development activity (rights acquisitions, investments and specific media projects) and works closely with corporate development & strategy teams across Endeavor. The Strategy team also provides media consultancy services to several IMG clients, such as the International Olympic Committee.

In this role, you will be assisting the Strategy team on media consultancy and strategic development projects. Your responsibilities will include sourcing and analysing data, preparing financial models, and compiling documents and presentations for specific projects. We are looking for a highly motivated individual who has good analytical skills, great attention to detail and a strong interest in sports & media.

[BACK TO THE PLACEMENTS](#)





## MEDIA

## TENNIS



Media's Tennis Team manages the relationships between IMG and key global tennis stakeholders, including the Grand Slams, ATP and WTA.

We ensure the Media Sales team is fully educated on the portfolio of rights that are available to sell and which territories they can sell into. The intern will assist the team onsite at The Championships Wimbledon, prepare the broadcasters for the US Open Tennis Championships and ensure that sales literature is up to date. They will also work with many other internal functions, including legal, finance, tennis events and IMG Arena.

[BACK TO THE PLACEMENTS](#)





## OTHER

## 1600VER90

📍 CHISWICK BUSINESS PARK

160over90 is the marketing agency within Endeavor (the parent company of IMG), who develop and deliver marketing strategy and campaigns that cover all key cultural verticals – sport, entertainment, fashion and culinary – for many of the world’s leading brands and rights owners.

Interns will conduct research and analysis, identifying current trends and transferring information to present to colleagues and clients. They will also assist with the coordination of meetings and may have an opportunity to work on site at events.

[BACK TO THE PLACEMENTS](#)





## OTHER

## BRAND LICENSING



SHOREDITCH

IMG manages the licensing and brand extension for a diverse range of brands, covering categories such as sports, corporate trademarks, popular culture, icons and personalities.

There will be opportunities to work across the full portfolio of brands IMG represent. Responsibilities will include; conducting research into consumer products and brand extension opportunities, making recommendations, compiling reports, attending licensee and client meetings, seeing first-hand the licensing process in action and getting to know what goes into the making of a successful deal.

[BACK TO THE PLACEMENTS](#)

## OTHER

## IT

 CHISWICK BUSINESS PARK

The Endeavor IT Technology Department is responsible for the 24/7 operation and support of all IT systems within the company.

The IT Support Engineer plays a critical role by directly supporting all team members, providing timely and quality desktop hardware, software and mobile device trouble-shooting, employing a high degree of customer service, technical expertise and responsiveness. Working with the team you will learn how to set up and support laptops, desktops, mobile phones, work with the latest technology (including Windows 10, Office 2016, SCCM) and gain exposure to video conferencing systems and Telecoms systems such as Avaya, Cisco and ShoreTel.

[BACK TO THE PLACEMENTS](#)



# FAQS

## Who can apply for the IMG Internship Programme?

Students who are currently studying at degree level (or equivalent), or who have graduated within the last year (2019).

## Where are the locations of IMG's internships?

Interns may be based in Chiswick Business Park, Stockley Park or Wembley Stadium.

## Are interns reimbursed for travel to and from work?

It will be your responsibility to organise your own travel arrangements to and from work during the internship. We do however provide travel for arranged tours such as Wembley Stadium and Stockley Park (if this is not your place of work).

## What is the salary for the internship?

IMG Interns will be paid £17,000 per annum (pro rata).

## What are the benefits?

In addition to the perks (page 4), most office locations provide free breakfast, wellness initiatives and Lunch & Learns.

## Do you offer sponsorship?

Unfortunately, at this stage, we are unable to provide sponsorship. If you are looking for an Internship within the UK you must have an EEA passport and/or UK work visa. If you are shortlisted, you will be asked to provide evidence of your right to work in the UK.

## Will I receive feedback regarding my application?

Unfortunately, due to the extremely high volume of applications we receive, we are unable to respond to individual queries; however, you will receive an automated response confirming receipt of your application. Feedback will only be provided to candidates who are selected to attend our assessment day.

## Can we find out what the assessment day will consist of?

Those invited to our assessment day will receive a breakdown of what the day will consist of and tips to prepare.

## If successful, am I guaranteed to be placed in my top choice?

It may not be possible to be assigned to your top 3 choices, however we will always try our best to do so.

## Am I guaranteed a full time position upon completing the internship?

Unfortunately we cannot guarantee permanent employment, however, interns are welcome to apply for any available vacancies during or after their time with us. Several past interns have been offered permanent positions at the company. Overall, this is a great opportunity for someone who is looking for a career within a sports, entertainment and media powerhouse.

01	THE PROGRAMME
02	THE TIMELINE
03	THE APPLICATION
04	TIPS
05	GENERAL REQUIREMENTS
06	THE PLACEMENTS
	EVENTS
	ARTS AND ENTERTAINMENT
	GOLF
	STRATEGIC PARTNERSHIPS
	WEMBLEY
	MEDIA
	CHANNELS
	COMMERCIAL
	ESPORTS
	FINANCE
	IMG REPLAY
	LIBRARY SERVICES
	MARKETING
	STRATEGY
	TENNIS
	OTHER
	1600VER90
	BRAND LICENSING
	IT



CLICK HERE TO APPLY

IMG