

Sales and Event Management Curriculum: 10 Week Minimum Internship (400 Hours)

At Custer State Park Resort, we are committed to fostering the next generation of hospitality management. Through the completion of our HERD Program, we hope that each student will gain necessary skills to jump into the workforce post-graduation. Interns will complete the necessary hours in multiple departments leaving Regency CSP Ventures well-rounded and versed in what it takes to to manage sales, catering, and events.

#### **INTERN KEY FUNCTIONS:**

- · Provides excellent guest service.
- Assists the food and beverage and catering/sales managers in supervising all banquet and catering service operations and functions per banquet standards set by the company.
- Learns sales, catering, and banquet events functions, operations, and policies that affect each phase of the resort business.
- Observes and participates with experienced workers to acquire knowledge of methods, procedures and standards required for performance of departmental duties.
- Frequently moves from Sales to Catering to Event's departments as the need arises to support fellow staff members in achieving the company mission.



The following charts are to be kept with the Sales and Catering Manager. As students complete their hours the manager can initial/sign-off that they have been fulfilled each day. Department hours do not have to be completed consecutively, but must be completed over the duration of the internship.

# **SALES OFFICE: 120 HOURS REQUIRED**

	Hours	GM	
Date	Worked	Initials	☐ Answer phones and qualify leads.
			<ul> <li>Pull monthly multi-property sales performance reports and update whiteboard.</li> </ul>
			□ Put together site visit packets.
			Enter wedding checklists into Innfusion.
			☐ Send out wedding thank you cards and ask for feedback.

# **CATERING OFFICE: 120 HOURS REQUIRED**

Date	Hours Worked	GM Initials	□ Print Banquet Event Orders (BEOS), diagrams, resumes, etc.
			☐ Make event timelines for banquets.
			□ Attend State Game Lodge BEO meetings.
			□ Order SGL banquet linens weekly.
			☐ Make SGL banquet schedule.

# **BANQUET EVENTS: 120 HOURS REQUIRED**

Date	Hours Worked	GM Initials	☐ Attend functions and support in leading the banquet staff.
			☐ Set-up rooms according to instructions.
			☐ Check all china, glassware, silverware, and linen items
			are in place for the event.
			<ul> <li>Help maintain the teamwork environment and cooperate fully with others.</li> </ul>
			□ Put together VIP gifts and cards.
			□ VIP gift coordination as assigned.
			☐ Gather wedding enhancement stations pre-event and
			return to office when finished.
			☐ Check banquet spaces and ensure spaces are event ready.
			☐ Assists with food serving and dishing if necessary.
			☐ Support banquet staff as needed and ensure
			closing duties are completed.

# **EVENT MANAGEMENT/ACTING BANQUET CAPTAIN: 20 HOURS REQUIRED**

Date	Hours Worked	GM Initials	☐ Check banquet space to ensure spaces are event-ready.
			□ Assign opening tasks to banquet staff.
			☐ Hold pre-event meeting with banquet staff.
			□ Communicate with chef for all catering needs.
			☐ Assist with food serving.
			Be point of contact for all wedding vendors (DJ, photographer/ videographer, wedding coordinator, cake vendor, etc.), as well as the contact for the bridal party.
			☐ Check-in with bartender to make sure they are doing well throughout the night.
			☐ Check-in and out security at scheduled times.
			☐ Clean and assure all rooms are cleared and broken down after the function.

# **FLEX WEEKS: 20 HOURS REQUIRED**

Date	Position	Hours Worked	GM Initials	□ Intern is needed in a specific department.

Two weeks prior to departure, please have your intern complete the following:

INTERNSHIP SYNOPSIS
Please write what top three skills you have learned while completing the Sales and Event Management Internship.
What surprised you about jumping into a management position?
Describe one adverse situation you navigated as an intern, how did you remedy the situation?

#### **SURVEY**

How likely are yo	ou to recommend thi	s internship to otl	hers?		
$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	
VERY UNLIKELY	UNLIKELY	NEUTRAL	LIKELY	VERY LIKELY	
Do you feel like	management provide	ed support throug	ghout this internship?		
$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	
STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	
Overall, how cha	allenging was this into	ernship?			
$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	
NOT VERY CHALLENGING	NOT CHALLENGING	NEUTRAL	CHALLENGING	VERY CHALLENGING	
Did you increase	e the knowledge or n	umber of skills yo	ou had prior to enterin	ng the internship?	
$\circ$	$\circ$	$\circ$	$\circ$	$\circ$	
STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	
Did the internshi	ip meet your expecta	ations?			
$\circ$	0	$\circ$	$\circ$	$\circ$	
STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	
Is there anything	g we can improve upo	on?			



### www.CusterResorts.com 888-875-0001

I (Intern), have completed the necess my HERD Certification. I have physically worked these hours and am obtain my certificate.	*
Intern Signature	
I (General Manager), witness that the Management Intern has completed the necessary training. The intern these hours.	
General Manager Signature	

\*General Manager, please submit the following document to HR.

