Samantha Clarke

Robert Klaeger

MCA 393

Madison Square Garden

 Working at Madison Square Garden all summer was an amazing experience. Working in the corporate field was something new for me. It was a new environment and something I need to get used to. I really enjoyed working with the Corporate Events department because events are something I want to peruse in the future.

The first Tuesday was orientation; we were showed where we would be working and who our supervisors were. I reported to Jason Nazryk and Lisa Mayer. My title was Corporate Events Student Associate. Wednesday when I arrived I was given a binder of what past interns have worked on, and a bunch of how-to information and tips. Wednesday was mainly about getting the gist of my participation here and what I would be doing from there on out. At the end of the day I went on a site visit with my supervisors. We went to this boat that was docked off the west side highway and had to see if it was appropriate for an event that we had in mind. Every event we have requires other people for decorations, party rentals such as chairs and tables, food and beverage suppliers, etc. We in turn have to pay these people, after the event they give us an invoice. This is just a bill but it has the name of the event, order number, and a few dates on it. Whenever we receive these I have to log that information into an excel file. I also have to go on this site that tells us whether or not our financial department received the invoice and when the companies were paid. This information is also logged in the excel file. I was also in charge of updating our venue list. The Garden holds a ton of events so the venue list is what helps us decide where to hold them. I have to go online in my down time and search for new up and coming venues and log the addresses, capacity, and square footage for future reference.

 The next week I was introduced to my final project. Every corporate events intern has to create a final project before they leave. I had to be the project manager for my own event. I had to create a hypothetical event that would take place at the end of my internship. I had to conduct a time line, budget, and have a venue. This summer the transformation of The Garden phase two is occurring, therefore, my event must be related to that. I had to have a press event and a social event. These are a series of Re-Opening events and I had to be creative. All that week during downtime I worked on a PowerPoint that I presented to everyone in the corporate events department. One of my supervisors gave me a pile of Biz Bash magazines that are filled with venues, party ideas, and party suppliers to help me with my project.

 I attended the Rangers BSU Boat Cruise. I had worked on the fact and detail sheets for this in the prior week. This event was the Tuesday at 6:30 but I had to be there at 2:00 to prepare. My department, (Corporate Communications) and the Rangers department put up tons of signage, decorated the boat with flowers, table cloths, and organized the dining for the events needs. We had to help the DJ set up, place yearbooks at every table, and make sure everything that we requested was there and ready by the time guests started arriving. When guests began to arrive I ran the registration table, and when we set off I was greeting people and then manning the prize table for the raffle. This was an amazing event and I gained a lot of knowledge on how things have to go the day of an event. I also went on a tour through Radio City Music Hall. I went with another woman from my department and we learned a lot about the history of the rockettes and why the Music Hall is the way it is. We met with a PR Rep from there and discussed some renovations for one of the halls that hold pictures from every year since the 1820’s.

 I had to make site visit appointments for the next week because we were holding a press event to launch the 366 greatest moments at The Garden and we need a venue. So I had to first search venues that had the correct criteria, which was given to me by my supervisor, and then I had to call and schedule site visits so we could go check out the venue. I was on the phones all day every day. I got very comfortable with my communicating skills.

 The next week I went on 6 site visits. We were looking for a venue for our major press event for The Gardens 366 greatest moments. Jason, my main supervisor, and Freya, the manager of corporate events went on the visits with me. When we went to each venue, I had to take pictures of the area from all different angles, and I had to ask questions about audio visuals, and catering needs. The three of us had to get all the information from these venues we possibly could because we were submitting the info to all the executives at a meeting. I made six PowerPoint’s, and a ton of charts to display information such as addresses, square footage, capacity, prices, A/V, catering requirements, and outside vendor policies. After each visit I went back to the office and had to gather all the information, and then contact the venues again to get additional info. At the end of the week, Jason, Freya and I made a pro and con list for the executives to make the choosing process a little easier. This week I felt really involved because I did all the contacting and discussing at the venues, and had to make sure I got all the necessary information for the executives to make their decisions as easy as possible.

 The last week was the busiest of them all. Monday was a regular 9-5 and I was working with venues and catering for an upcoming golf outing. Tuesday was the golf outing, my job was to make sure everything was running smoothly, anyone that had questions was answered, and to take pictures of the event. After every event we make a powerpoint to show all the executives how the event looked and went. Wednesday I helped with dream week. We went to the Rangers, Knicks, and Liberty training center and had a bunch of garden of dreams kids do activities, meet celebrities, and get a bunch of cool prizes. Thursday I worked PR for a Liberty basketball game. This was the first time I did anything with PR but it wasn’t bad. We had to make sure every media, staff or photo person had a credential, and that they got stat updates after every quarter. Friday I helped with dream week again, and this was the last day. The kids participated in a series of events with players from various teams, and afterward had an award dinner. I had to keep the kids in control and make sure that all food and gift bags were ready to go. This week was like event week for me. It was very busy but I really got the feel of a full time event position. I learned a lot about how things the day of an event are run and how all the hard work comes together.