



Solvay Credited Internship

Interview with Gilles Raquet, a Solvay MA2 student in Business Engineering, who undertook his Credited Internship at Sportizon

Interview

COULD YOU TELL US MORE ABOUT YOUR CIP AT SPORTIZON?

Having a passion for marketing and Sport, I wanted to have my first working experience in a company specialized in sports marketing. I therefore decided to join Sportizon, a Belgian sports marketing and event agency, for a **5-month internship**.

This internship was really fruitful because I had the opportunity to work on two different kinds of projects. First, I worked on **events projects**. Indeed, I created and planned different events under the supervision of Sportizon's managers. Second, I developed a **common sponsoring and communication strategy** for the Belgian Basketball, Volleyball and Handball federations.

This 5-month internship at Sportizon really helped me to **develop my soft skills** such as communication and creativity. I think that this experience was **the perfect complement** to Solvay's curriculum, which focuses more on the development of "hard skills" in the development of a wide range of hard skills.

WHAT WERE THE HIGHLIGHTS DURING THIS EXPERIENCE?

In the sports marketing and events sector, we have to be able **to work as well in the office as on the field**. I really enjoyed being able to work on different types of environment, with such a **diversity of tasks**. It made me develop several skills.

Moreover, working along people who have already significant experiences made me learn just by observing and getting some tips.

Last but not least, Sportizon is a Dutch speaking company. As a consequence, I had to go beyond my fears to speak Dutch to be able to communicate with the employees, the clients, the suppliers and the freelancers. It was **the best way for me to continue improving my language skills**, which were somewhat limited.

About Sportizon

Sportizon is a leading marketing and events agency specialized in sports, youth & active lifestyle.

[Visit their website here!](#)

Credited Internship at SBS-EM

The CIP is a program organized for Master students in order to help them further prepare to enter the job market after graduation.

This internship is made for students in 4 majors of Business Economics, Management Science and Business Engineering and Economic Analysis & European Policy.

Duration: One semester (min 16 weeks) up to 6 months (24 weeks), Full-time

When: First or second semester, second year of Master education

[More information here](#)

[Contact for CIP](#)

HOW ABOUT YOUR SUPERVISORS AND THE PROJECT'S MANAGEMENT IN GENERAL?

The whole CIP team was **always there to help** me before, during and after my internship. Before joining Sportizon, the team really encouraged me to do this internship and solved all the administrative issues I had to face. During and after my 5-month internship, the whole team was always available to help me, whatever the subject or the scale of the problem I faced.

IN WHICH PROJECT DID YOU PARTICIPATE IN THE COMPANY?

I worked on two types of projects: events projects and marketing ones.

Regarding the **events projects**, I worked on 20 different projects for more than 20 different brands. However, I had one main project, which was a **brand activation** one for EuroMillions. As the new name sponsor of the Belgian first Basketball and Volleyball leagues, EuroMillions asked Sportizon to create brand activation during 20 different games. For this project, I worked on the whole event planning process. Meaning that I started with **the development of creative ideas and the planning of the event** and I finished with the **post-event evaluation**.

My second main project was a **marketing** one for the Belgian Basketball, Volleyball and Handball federations. This project can be divided into two different steps. First, I had to **analyze** the structure, sponsoring and communication strategies of these federations in order to have a large overview of how they work. Second, I came up with a

common sponsoring and communication **strategy**. This strategy had two different goals. On the one hand, it would help the federations to increase their sponsoring and subsidies revenues by working together as one community. On the other hand, the strategy would help them to boost fan participation and engagement by developing a new way to communicate through their respective Facebook pages and websites.

ANY ADVICE TO STUDENTS WHO WANT TO DO A CIP?

I believe that **it is really important for students to perform a first working experience** (of at least four months) before entering the jobs market. Indeed, according

to me, it would help students to have a better understanding of the professional world. So, my advice would be **not to be afraid and to go for it!**

FINALLY, CAN YOU GIVE ME KEY POINTS ABOUT THE SKILLS YOU'VE LEARNED DURING THE CIP?

- Event planning and management skills
- Digital marketing skills
- Dutch skills
- Soft skills (e.g. communication, creativity, negotiation and problem solving)



*CIP informative session: 15th September 2016
The dean informs and motivates students to enroll into the Credited Internship Program*