



Setting Up an Internship Program at Your DMC

Creating a successful internship program at your DMC involves strategic planning, clear structure, and ongoing support. Here's a concise, step-by-step guide to help your organization establish an effective internship program:

1. Define Program Goals and Objectives

- Align internship goals with your organization's needs, such as talent pipeline development, brand awareness, and fostering innovation.
- Incorporate values-based elements like mentorship, reflection, and feedback to enhance intern development and engagement.

2. Identify and Engage Supervisors

- Select experienced staff as mentors and supervisors.
- Provide training and guidelines to ensure supervisors understand their roles in guiding interns, offering feedback, and fostering a positive learning environment.

3. Develop Program Structure

- Decide on the internship duration, ideally 8-12 weeks, with clear start and end dates.
- Determine roles and responsibilities for interns, including specific projects, departmental rotations, or special tasks.
- Determine if compensation will be provided, and if so, what is the rate.
- Establish communication channels and reporting lines for supervision and evaluation.
- Consider integrating values-based approaches to foster meaningful learning experiences and industry engagement.

4. Design Orientation and Training

- Conduct a comprehensive orientation covering company culture, policies, safety, and expectations.
- Provide resources such as access to tools, software, ADMEI's [*Best Practices in Destination Management*](#) textbook and industry insights to prepare interns for their roles.



5. Implement the Program

- Recruit interns through partnerships with local colleges, universities, or industry networks.
- Use application processes that include resumes, interviews, and eligibility verification.
- Sign internship agreements that specify responsibilities, hours, and learning outcomes.

6. Facilitate Ongoing Support and Evaluation

- Assign mentors to provide regular feedback and support.
- Schedule periodic check-ins to assess progress and address challenges.
- Encourage reflection and professional growth through feedback sessions and evaluations.

7. Measure Success and Improve

- Collect feedback from interns and supervisors at the end of the program.
- Use insights to refine internship structure, activities, and support mechanisms for future cohorts.

By following these steps, your DMC can develop a robust internship program that nurtures future industry professionals, enhances your organization's reputation, and contributes to industry growth.