My Internship Experience at ABI Marketing Public Relations

As a Marketing Management major entering my senior year in college, seeking a summer internship experience in this field was of utmost priority for me. For certain, my time at ABI Marketing Public Relations, this summer, has proven to be an enriching and worthwhile experience. Prior to this opportunity, my hands-on experience in the field of Marketing was very limited in scope—something which was important to act upon, for the sake of my ultimate pursuit of a successful career. Upon starting my internship at ABI, I thought I had an exceptional grasp of what Marketing entails, based on my educational background at Baruch College; however, I was wrong in thinking so.

Throughout my internship, I learned that, while school is integral to my learning the concepts of Marketing, it cannot provide me with all I need to know about this field.

ABI, which is an acronym for Alan B. Isacson, president of the public relations firm, is relatively small with roughly 30 employees based in three locations: New York, London, and Singapore. With the headquarters being stationed in New York, I felt I would be in a good position, as it would give me the greatest possible opportunity to interact with and "pick the brains" of fellow employees and higher-ups—with my initial hunch proving to be true. To help the firm execute its public relations efforts for business-to-business clients, I was placed on two packaging account teams, Monadnock Paper Mills (MPM) and Packaging Machinery Manufacturers Institute (PMMI), and was exposed to such areas as media relations, press material development, press conference planning, and internal strategy lessons.

My exposure to the aforementioned areas enabled me to use my written and verbal communication, analytical, and creative skills, producing such deliverables as
media lists, written contributions for the newsletter of PMMI, researching speaking opportunities, and conducting media research. In regards to media lists, through the use of applications such as the "ABI Pressroom" and Bacons, I put together several subject-, industry-, and region-specific lists for the purpose of future pitching efforts—something which public relations firms need to actively conduct for their sustained successes. For instance, PMMI spearheaded a scholarship opportunity for students who attend a university in the state of Florida and are pursuing a degree in engineering. Through the use of the aforementioned "ABI Pressroom" and Bacons, I put together a media list satisfying those, and only those, criteria. For Monadnock, I put together media lists that relate to packaging industries, such as cosmetics, the environment, graphic design, etc.

Perhaps the most enriching aspect of this summer internship is the written contributions I made for PMMI's weekly newsletter, in the form of "News You Can Use" articles. This entailed sifting through the myriad of articles related to packaging machinery on a weekly basis (focusing on, but certainly not limited to, areas such as sustainability, the bottled water industry, practices in China, and innovation), with the ultimate goal of selecting one on which to report and apply to PMMI’s way of conducting its business. The latter task of applying the article to PMMI’s business operations entailed honing in on and expanding upon its five core marketing principles: anticipate customer needs, deliver innovation, engage in strategic alliances, embrace change, and communicate your value. While the first part of the task involved the seemingly mundane (yet, at times, challenging) function of summarizing the selected article, it is especially through the second part that I developed stronger business writing skills, as well as putting to use and further developing my analytical capabilities. Of course, it was also
very encouraging to have heard that many of my written products were approved and put
to use in PMMI's newsletter.

One other major job function of my internship involved research, which took
many forms. My very first task at ABI, for the Monadnock account, was to research
speaking opportunities for upcoming conferences. While it involved conducting basic
searches using mediums such as Google, Yahoo!, and Factiva, it was a great opportunity
for me to begin immersing myself into the field of packaging. From this point, I branched
out to do more hands-on research for this client—namely searching for press release
placements, both over the internet and in numerous magazines. My research also took the
form of finding enrichment opportunities for the staff of ABI, through on-site and outside
class lectures. Nevertheless, beyond simply researching and coming up with results, I feel
that being involved in various brainstorming activities and team meetings, to discuss my
findings, was a great way for me to practice my interpersonal and communication skills.

In general, I feel that my experience at ABI Marketing Public Relations has
prepared me well for my future endeavors. I can say with certainty that I have better
learned the definition of marketing, which an academic setting can only begin to provide.
On a final note, I am now convinced that the field of Marketing is the ultimate route I
will take, especially as I contemplate attending graduate school in the near future.