



## Breakout Session Takeaways

Session Title: **Student Power:  
How Partnering with a University Marketing Club Sparked Growth, Innovation & Leadership**

Presenter(s): **Beth Salinger**

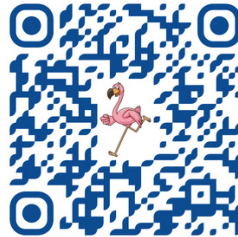
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1. Know who\what your event is, your vision, etc. and how you want that shared first, before bringing in interns. Until you can fully verbalize your vision, they will not be able to execute it.
2. Understand THEIR goals, both short term and long term and do whatever you can to help them achieve them
3. Not everyone is the same, don't treat them the same
4. The more you put into them, the more you will get out - this grows **exponentially**
5. They are college students first, and sometimes there are finals, break ups, dances, etc., just because your event is always top of mind for you - they may have other priorities - having that understanding from the beginning goes a long way