



Student Case Study – Salome Harang- SpaceandPeople

“During my placement, I assumed a diverse range of responsibilities that allowed me to develop a multifaceted skill set.”

Salome Harang- BA (Hons) International Festival and Event Management

Can you tell us about the placement opportunity you were involved in?

I worked for a company called SpaceandPeople in Glasgow; the company specialised in the commercialisation of spaces and venues. My role was Sales and Marketing Executive. When I took the job, my ambition was to participate in the strategy and goals of the organisation, including negotiating with clients. Working in the sales department of a marketing company allowed me to discover a new sector of the business while linking it to my knowledge acquired through my degree in event management which I think helped me in the promotion part. I could conclude my internship in the company as achieving the goals I set myself!

What key skills did your placement teach you?

My internship has provided me with a diverse set of skills that have proven instrumental in my professional development. Firstly, I honed my interpersonal skills through constant interaction with customers, understanding their needs, and delivering effective solutions. The experience of contacting businesses enhanced my communication and negotiation skills. I developed a keen eye for detail and analytical capabilities through tasks like market research, data categorization, and content creation. Managing and updating social media channels improved my digital marketing skills, while general administrative and office duties cultivated organizational and time management abilities. Overall, the placement significantly improved my adaptability, problem-solving, and multitasking skills, providing me with a well-rounded skill set applicable in various professional contexts.

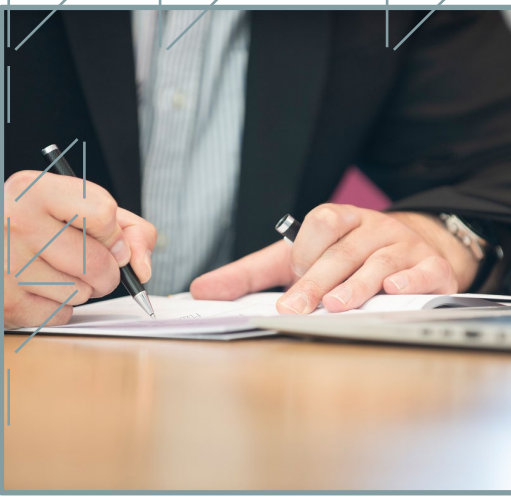
Can you tell us more about what your role entailed?

I engaged with both new and existing customers, fostering continued spending by addressing their needs and providing tailored solutions. Additionally, I proactively reached out to local and national businesses, engaging in discussions about their marketing strategies. My role involved identifying clients' requirements and ensuring their satisfaction through the implementation of appropriate solutions. I conducted comprehensive market research and analysis to stay informed about industry trends. In the realm of marketing, I contributed to the development and updating of materials, crafted content, and managed the upkeep of various social media channels. The internship also entailed tasks such as data categorisation, as well as handling general administrative and office duties, which collectively enriched my professional experience and contributed to the overall success of the team.

Did you face any challenges during your time on placement?

There were instances when my lack of self-confidence hindered my ability to express ideas or assume leadership roles, impacting my full participation in discussions and the seizing of opportunities to showcase my capabilities. Recognising the importance of assertiveness, I actively sought ways to overcome this challenge, primarily through the supportive environment provided by my colleagues. Another noteworthy challenge was public speaking, exacerbated by my perceived shortcomings in English proficiency. The fear of not having a strong enough command of the language fuelled anxiety and self-doubt during public speaking engagements. Constantly questioning my vocabulary, pronunciation, and grammar impeded effective communication and limited my engagement in meetings, presentations, and discussions. However, by acknowledging this weakness when reflecting on my professional development, and through consistent effort, my self-confidence gradually improved, enabling me to overcome this language-related obstacle and actively contribute to various aspects of my role.

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“A placement provides invaluable real-world experience that goes beyond the theoretical knowledge gained in a classroom setting.”

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How do you feel that your studies at Edinburgh Napier University prepare you for this placement?

My studies at Edinburgh Napier University have been instrumental in preparing me for my placement, equipping me with valuable skills and knowledge. The placement module, proved to be immensely beneficial, offering practical insights and experiences that directly applied to the Event night. The hands-on experience gained during this module played a crucial role in navigating the challenges of real-world scenarios, enhancing my ability to execute tasks effectively in a professional setting. The resources available on Moodle also played a significant role in preparing me for the placement. The platform provided a wealth of materials that proved invaluable in getting ready for interviews, offering guidance on industry expectations and interview techniques. Access to such comprehensive resources facilitated my understanding of the professional landscape and prepared me for the dynamic nature of the placement. Additionally, the Academic Professional Skills module I undertook in my second year has been a valuable tool throughout my placement. This module honed various skills such as critical thinking, communication, and problem-solving, providing a solid foundation for navigating the challenges and complexities encountered in a professional work environment. The interdisciplinary approach of the module further allowed me to integrate theoretical knowledge with practical application, fostering a well-rounded skill set that proved indispensable during my placement.

Do you think your experience(s) from the placement affected your future career plans or last year of university?

Undoubtedly, my experience during the placement has had a profoundly positive impact on both my last year of university and my future career plans. Securing a job with SpaceandPeople directly stemming from my placement experience has been a pivotal outcome. This real-world exposure provided me with practical insights, skills, and industry-specific knowledge that seamlessly translated into a professional role. The hands-on experience not only enriched my academic understanding but also served as a solid foundation for my future endeavours.

What were your highlights and key successes of your time on placement?

Reflecting on my time at SpaceandPeople, the key success of my placement was undoubtedly the accomplishment of securing a site in both France and the Netherlands for the Charlotte Tilbury project. This achievement marked a pivotal moment for the company as it facilitated its expansion into the European market. Collaborating closely with Mike Pelosi, the Brand Experience Account Manager, was instrumental in this success. His confidence in me and unwavering support throughout the entire process were invaluable. The task involved a delicate balance of cultural understanding, effective communication, and adaptability. Negotiating with two European countries with distinct cultures posed considerable challenges, but I was determined to overcome them. Months of dedication and negotiations ultimately resulted in a brilliant success, opening new avenues for SpaceandPeople in the European market. This experience not only showcased my ability to navigate complex business landscapes but also underscored the importance of collaboration, cultural sensitivity, and perseverance in achieving significant milestones.

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