

# **JOB DESCRIPTION – B2B EVENT DEVELOPMENT INTERN**

## **Job Title**

**Intern – B2B Professional Event Development Executive**

## **Context**

As part of the launch of new B2B professional events, SOGENA, a subsidiary of GICAN (the French Naval Industry Association), is seeking to structure and validate ambitious projects designed to bring together key stakeholders across targeted sectors. This internship forms part of a strategic phase covering event design, analysis and operational preparation. The intern will contribute to the study and definition of these projects, particularly from a business and marketing perspective.

## **Main Responsibilities**

### **1. Market Research**

- Analyse target markets, including trends, key players, needs and competitors
- Identify positioning opportunities for the events
- Conduct sector monitoring and benchmark existing events
- Define target personas, including exhibitors, visitors and partners

### **2. Business Plan Development**

- Contribute to the development of the events' business model
- Estimate costs, including organisation, logistics and marketing
- Define revenue streams, such as stand sales, sponsorship and ticketing
- Support financial forecasting, including turnover, profitability and break-even analysis

### **3. Event Concept Development**

- Contribute to defining the positioning and value proposition of the events
- Assist in shaping the programme, including conferences, workshops and networking sessions
- Identify and qualify potential speakers and partners
- Suggest innovative formats tailored to a B2B audience

### **4. Commercial Strategy and Partnerships**

- Contribute to defining the prospecting strategy
- Identify prospective exhibitors, sponsors and media partners
- Support the preparation of sales arguments and commercial materials
- Assist in setting up monitoring tools, including CRM systems and dashboards

### **5. Marketing and Communication**

- Contribute to the definition of marketing plans

- Support the communication strategy across digital channels, social media and email marketing
- Help create content, including presentations and commercial materials
- Analyse acquisition and visibility levers

### **Profile Required**

- Student at business school level, Master's year 1 (M1), gap year internship, Master's year 2 (M2), or final-year internship
- Strong interest in B2B events and project development
- Good analytical and synthesis skills
- Strong written communication skills and a structured approach
- Entrepreneurial mindset, proactive attitude and ability to work independently
- Good command of office tools, particularly Excel and PowerPoint
- Previous experience in market research or project management would be an advantage

### **Skills Developed**

- Business plan development
- Strategic analysis and market research
- Event project management
- B2B business development
- Strategic and operational marketing

### **Terms and Conditions**

- **Duration:** 4 to 6 months
- **Location:** Central Paris
- **Start date:** April / May
- **Compensation:** Statutory internship allowance, supplemented by the company, with total monthly compensation of up to €1,000, plus partial contribution towards transport and meal costs

### **Why Join Us?**

- Take part in the creation of an event project from concept to delivery
- Work in a dynamic, entrepreneurial environment
- Develop a comprehensive strategic and operational perspective
- Rapidly build expertise on high value-added topics

*This job description may evolve depending on project progress and the intern's initiatives.*

***Please send your application to [rh@sogena-events.com](mailto:rh@sogena-events.com).***