



# **INTERNSHIPS MADE EASY**

## **Webinar Series**

**PROMO KIT**  
**July 2024**

**invest**<sup>SM</sup>



Empowering Trusted Choice®  
Independent Insurance Agents



**Internships Made Easy: Create Capacity and Energize Your Agency**

will provide agency leaders with foundational knowledge to better support internships within their agencies.

**The goal?** Agency growth, as well as increased innovation and sustainability through internships.

**The Media Promo Kit** is designed to spread the word about our internship webinar series. Featured graphic options can be used on social media and/or email. All graphics will be available to download in png/pdf formats using the canva template links. You may also alter all graphics through the canva templates.

**Post Examples** Please share posts through your association newsletters and social media platforms.

**Social Media Hashtags:** #InvestInterns #InternshipSeries  
#FutureInsured #NationalInvestProgram

**Association Branding:** Please note you can add your association branding and logo wherever works best.

**Questions:** Please contact Johanna Holling [Johanna.Holling@iiaba.net](mailto:Johanna.Holling@iiaba.net) or Whitnee Dillard at [Whitnee.Dillard@iiaba.net](mailto:Whitnee.Dillard@iiaba.net)

**For more information visit:**  
**[investprogram.org/InternSeries](https://investprogram.org/InternSeries)**

## **WEBINAR SERIES DATES**

### **PART ONE**

#### **WHY HIRE AN INTERN?**

**Tuesday September 24th 2024 @ 1PM ET**

Benefits of Internships-For Employers, Students, and Academic Institutions

#### **HOW TO FIND YOUR INTERN**

#### **THE TYPES OF INTERSHIPS**

**Tuesday October 22nd, 2024 @1PM ET**

How the Invest Program can be essential to finding your new hire

### **PART TWO**

#### **I HIRED AN INTERN. NOW WHAT?**

**January 2025**

Orientation, Mentoring, and Evaluation/Establishing Goals and objectives for your interns

#### **RISK AND REWARD**

**February 2025**

The ups and downs of internships

**[www.investprogram.org/InternSeries](http://www.investprogram.org/InternSeries)**

## **POST EXAMPLES**

### **SAMPLE POST 1**

Internships Made Easy-Invest in the Future of Your Agency. Create capacity and energize your agency. Learn how internships can create a whole new pipeline of talent to your agency. [www.investprogram.org/InternSeries](http://www.investprogram.org/InternSeries)  
#investprogram #investinterns #futureinsured #newtalent

### **SAMPLE POST 2**

Looking to grow your agency or increase your agency's sustainability? Learn more about hiring an intern, types of Internships and how to find them. Benefits for students, employers and academic institutions.  
[www.investprogram.com/InternSeries](http://www.investprogram.com/InternSeries)

### **SAMPLE POST 3**

What type of internship should you use? Where are do you find your interns? Let the Invest Program be your guide to a successful internship.  
[www.investprogram.org/InternSeries](http://www.investprogram.org/InternSeries)  
#investprogram #investinterns #futureinsured #newtalent

### **SAMPLE POST 4**

What happens now that you have hired an intern? Interns bring a different set of skills to compliment your agency. Find out how to mentor/evaluate and establish goals for your intern. [wwwinvestprogram.org/InternSeries](http://wwwinvestprogram.org/InternSeries)  
#investprogram #investinterns #futureinsured #newtalent

### **SAMPLE POST 5**

Maximize the most out of your interns by anticipating challenges and better navigating your desired outcomes.  
[wwwinvestprogram.org/InternSeries](http://wwwinvestprogram.org/InternSeries)  
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**For more information**  
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