



Department of Media Studies & Journalism

Internship Report

Prepared By: Sabbir Hosain

ID: 201012005

Term: Fall 2023

Course Code: MSJ11498

Host Organization: Level 7 Solutions Limited



Submission Term: Fall 2023

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Student details

Name	Sabbir Hosain
ID	201012005
Department	Media Studies and Journalism
Major Concentration	Public Relations (PR)
Minor Concentration	English
Career Objectives	I am able to generate new ideas and develop innovative and creative solutions to problems. I am also very patient when it comes to solving critical situations. I am able to catch attention and create an impact with my audiences within the shortest period of time with my communication skills, which are verbal and social media. I also love to explore fields of work to gain experience and expertise.

Internship Details

Host organization	Level 7 Solutions Limited
My working section	Communication and Event
Supervisor	Sumon Ahmed
Designation of Supervisor	Chief Operating Officer (COO)
Start date	01 September, 2023
End date	15 November, 2023
Hours per week	48+ hours
Total working period	10 weeks

Acknowledgement

During my internship period at Level 7 Solutions Limited, specializing in Communication and Event, I had the privilege of delving into a wonderful learning experience. This journey was marked by numerous challenges, mistakes, and invaluable lessons that significantly enhanced my knowledge and creativity.

I extend my deepest gratitude to my organization supervisor, Sumon Ahmed, Chief Operating Officer (COO) of Level 7 Solutions Limited. His unwavering support and guidance played a pivotal role in the successful completion of my internship project.

I am also indebted to my internship advisor, A F M Moniruzzaman Shipu, Assistant Professor, Media Studies and Journalism (MSJ), University of Liberal Arts Bangladesh (ULAB). His guidance from the inception to the conclusion of my internship was instrumental. Without his insightful suggestions and unwavering support, navigating through the challenges of the internship would have been considerably tougher.

I express my sincere appreciation to the entire team, especially my senior colleague and Brother Mosi Uddin Mosi at Level 7 Solutions Limited for their collaborative spirit and assistance throughout my internship. Their willingness to share information and provide necessary data significantly contributed to the success of my project.

Thanks to my friends and family, especially my mother, brothers and my loved one for their constant encouragement, support, and motivation at every step of my internship. I would like to extend my gratitude to everyone who supported and guided me, enabling me to successfully complete my internship at Level 7 Solutions Limited. Each contribution, no matter how small, has been integral to the fulfillment of my modest endeavor.



MSJ043

PLAGIARISM DECLARATION

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.
2. I acknowledge and understand that plagiarism is wrong.
3. I understand that my research must be accurately referenced.
4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.
5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: Sabbir Hosain
ULAB ID: 201012034

A handwritten signature in black ink, appearing to read 'Sabbir Hosain', is written over a horizontal line.

Signature



MSJ042

INTERNSHIP REPORT APPROVAL FORMStudent Name Sabbir Hosain ID No. 201012005Major: Public Relations (PR) Year: 2023Local Phone: 01774244642 Email: sabbir.hosain.msj@ulab.edu.bd /
sabbirhosain.bd1971@gmail.com

INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project: Level 7 Solutions Limited

Internship /Project Report

Topic: _____

Semester (Tick one): ☐ Spring 2023 ☐ Summer 2023 ☒ Fall 2023

Advisor APPROVAL

(Please place a Tick)

☐ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

Remarks (If Not Approved/Pretrial/Full Rewrite):

Signature: _____ Date: _____Name: A.F.M. Moniruzzaman Title: Assistant ProfessorE-mail: afm.moniruzzaman@ulab.edu.bd Phone: 01711272437

Introduction

This report serves as a comprehensive reflection on my enriching internship experience at Level 7 Solutions Limited, an agency specializing in Public Relations (PR), Marketing, Communication, E-sports solutions and Event activation. Throughout this internship, I had the privilege of gaining firsthand insights into the dynamic workings of an agency, with a particular focus on communication strategies, client interactions, proposal development, and event organization.

Level 7 Solutions Limited provided a unique opportunity to immerse myself in the multifaceted world of communication, allowing me to actively contribute to various facets of the agency's operations. From organizing events to meeting the media and engaging in client communications, my internship was a holistic exploration of the integral components that drive the success of an agency.

Recognizing the paramount importance of effective communication in the corporate landscape, I delved into content creation, learning that it is a powerful tool that underpins the thriving of any organization. This report not only portrays the tasks and projects I undertook but also articulates my objectives, insights gained, and the evolving understanding of the intricate duties inherent in the world of public relations, communication and event management.

Personally, I found a profound resonance with the vibrant and interactive environment of an agency, aligning seamlessly with my extroverted nature and my penchant for networking opportunities. This internship served as a litmus test, affirming my belief that pursuing public relations as a major aligns with my strengths and aspirations.

Supported by valuable guidance from my seniors and parents, who recognized my communication skills, supportive demeanor, and aptitude for team leadership, I embarked on this journey with the conviction that public relations is my chosen path. The academic foundation laid at ULAB provided me with in-depth knowledge encompassing communications, campaigns, public speaking, advertising, media relations, internal communications, etc. The practical experiences gained during my internship further complemented and enriched this theoretical understanding.

This report not only encapsulates my work at Level 7 Solutions Limited but also serves as a testament to the positive attitudes cultivated during this journey. From imbibing essential teamwork dynamics to embracing punctuality and professional behavior, this internship has been an unforgettable journey of personal and professional growth.

Expectations

I aspire to bring the positive attributes and experiences cultivated during my internship at Level 7 Solutions Limited to my future organizational settings. I am confident that the skills, knowledge, and positive work ethic acquired will not only benefit my personal growth but will also contribute positively to the success of my future endeavors. I am eager to translate these experiences into tangible contributions, making a meaningful impact in my future professional ventures.

As I reflect on this internship experience, I will utilize the wealth of knowledge and skills gained from Level 7 Solutions Limited for my future career endeavors. The practical insights into communication, client management, and event coordination will undoubtedly be invaluable assets in shaping my professional path.

Host Organization: Level 7 Solutions Limited

Organizational Type: Agency (Public Relations, Communication, Marketing, E-sports solutions and Event Activation)

Incorporation Status: Private Limited

Company Year of Establishment: 2010

Address: 229/1, Road-10 (old-19) Dhanmondi, Dhaka 1209, Bangladesh

Website: <https://www.level7ltd.com/>

Company profile

Introduction:

Level 7 Solutions Limited is a complete Public Relations, Event Activation, Communication, E-sports solutions and marketing agency. They started their journey in 2010 and they offer various types of services. Note: INBOUND and ZENETIC ESPORTS, the concern of Level 7 Solutions Limited. Level 7 Solutions Limited works closely with brands and businesses helping them to create their image, promote their brand value and business status.

Primary activities:

- Public Relations
- Branding and Marketing
- E-sports Solutions
- Software Development
- Reputation Management
- Digital Content -TVC/OVC
- Quantitative and Qualitative research
- Influencer Management and Marketing
- Brand Activation
- Content Development
- Crisis communication
- Media Relations
- Digital Visuals Design
- Media Management
- Event Planning and Activation
- Hospitality Management
- Legal Support
- Communication & Management Guidance and Training

Vision:

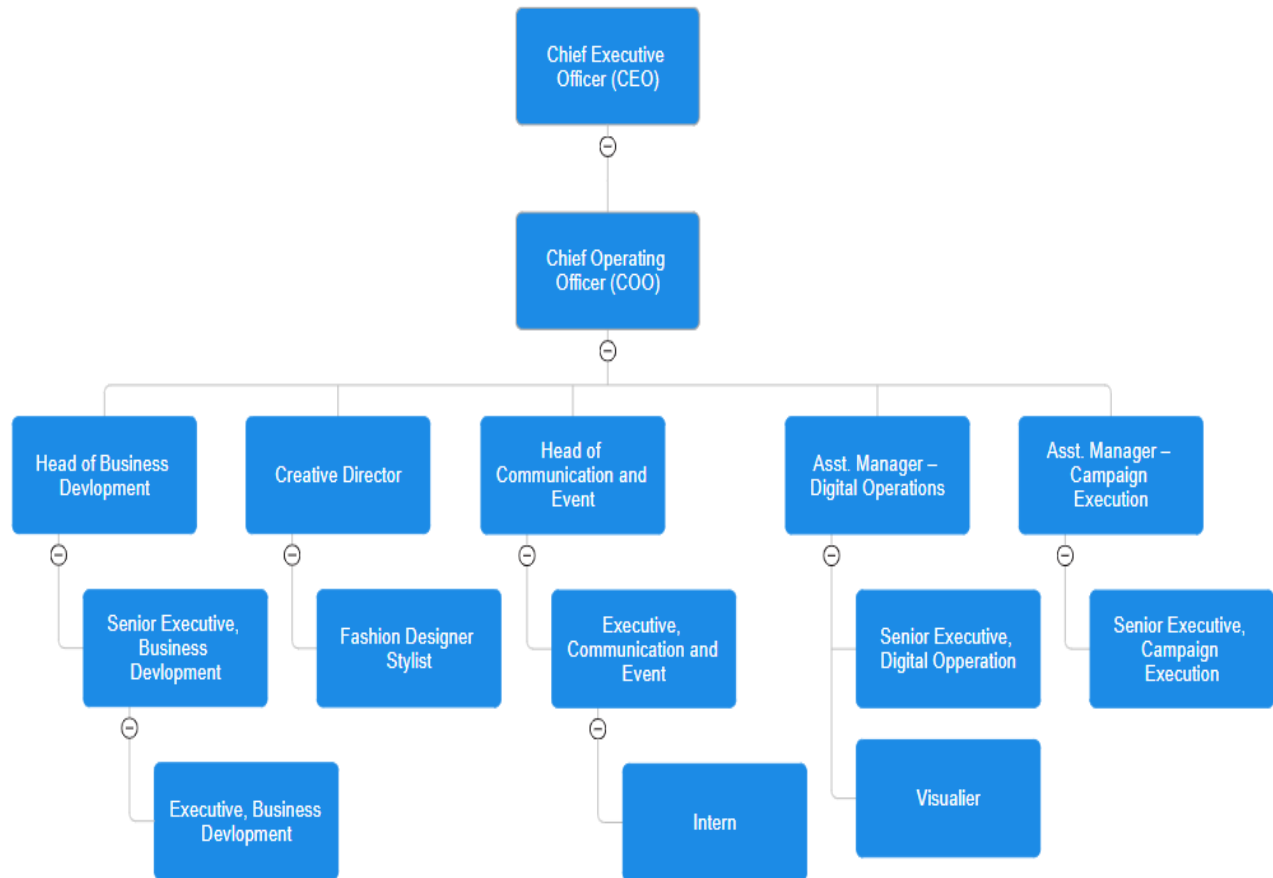
The notable vision of Level 7 Solutions Limited is to provide best services at an affordable price with appropriate information at exact timing. Level 7 Solutions Limited is always committed to fulfill the client's expectations.

Level 7 Solutions Limited Client List:**Representative of Level 7 Solutions Limited:**

AR Rahman Sohan, Founder and CEO (Chief executive officer)

AR Rahman Sohan is a very well known, reputed person in the industry. He has more than 13 years of vast practical experience as an agency leader. Mr. Sohan is also very dedicated to the Esports industry. Recently, He has been working with that. He is very skilled in strategic Public Relations.

Company's Organogram



TASKS AS AN INTERN

I have worked at Level 7 Solutions Limited since September 01, 2023 till 5 November as an intern in the communication and Event team.

Tasks that I was required to do in my internship period:

1. Research and development
2. Generate new ideas
3. Communicate with influencers and celebrity
4. Proposal design
5. Visiting different types of events for gathering new ideas
6. Creative design ideas
7. Communicate with stakeholders and clients
8. Assist to organizing events
9. Monitor the whole event and the venue during the event
10. Manage the guests during and event
11. Maintain a healthy relationship with vendors
12. Contact with journalists, hotels and media houses
13. Create communication route and branding plans
14. Paper submission to the government office and communication with them
15. Organize and collect necessary documents
16. Attend meeting, taking notes and brief to the COO according the notes
17. Attend brainstorming sessions and share new ideas with creative team
18. Campaign design
19. To communicate with colleagues for information

PROJECTS

Project- 1:

Project Name: D1 CUP BANGLADESH SEASON 2 GRAND FINALE

Client: DISCOVERY ONE

Start Date: 02 September, 2023

End Date: 03 September, 2023

Project/Event Description: The grandeur of Bangladesh's most monumental E-sports extravaganza – introducing the highly anticipated D1 Cup Bangladesh Season 2 was powered by BKASH, and proudly presented by Discovery One. D1 Cup Bangladesh Season 2 grand finale was held on 02 September, 2023 at International Convention City Bashundhara, Hall 2. Day by day, the market value of E-sports is getting bigger. Now-a-days in Bangladesh, Esports is very popular among the new generation, teenage and young peoples. Discovery One always encourages this type of big Esports event. Discovery One is the old client of Level 7 Solutions Limited. Popular actress and model Mehazabien Chowdhury, You Tuber Iftekhar Rafsan joined this event. Participants were about to experience three different types of games; MLBB (Mobile Legends Bang Bang), Valorant and CS: GO (Counter Strike Global Offensive). My supervisor Sumon Ahmed, (COO) has assigned me to multiple work sections at that event. Bangladeshi music band Nemesis and Avoid-Rafa joined the concert part of that event. Popular host Rafsan Sabab hosted that event.

My Tasks and Responsibilities:

1. I was assigned to manage the celebrity host Rafsan Sabab.
2. I was assigned to take care the media, you tubers and special guests.
3. I assisted my supervisor and gave him the real time update about everything.
4. The communication between the host and the telecast panel was done by me.
5. Maintained the update and communication between the backstage, the sports commentator, the host, participants and the panel body.
6. I have observed the hospitality for the media and the guests.
7. Managed the green room and take care the guests and observed the security staff.
8. I have clicked mobile pictures for the event.
9. Overall, monitor the whole event.



Image 1.1: Whatsapp conversations regarding this event with Mosi Uddin Mosi (Sezan), Business Development Head at Level 7 solutions limited.



Image 1.2: Whatsapp conversations during this event with Mosi Uddin Mosi (Sezan), Business Development Head at Level 7 solutions limited.

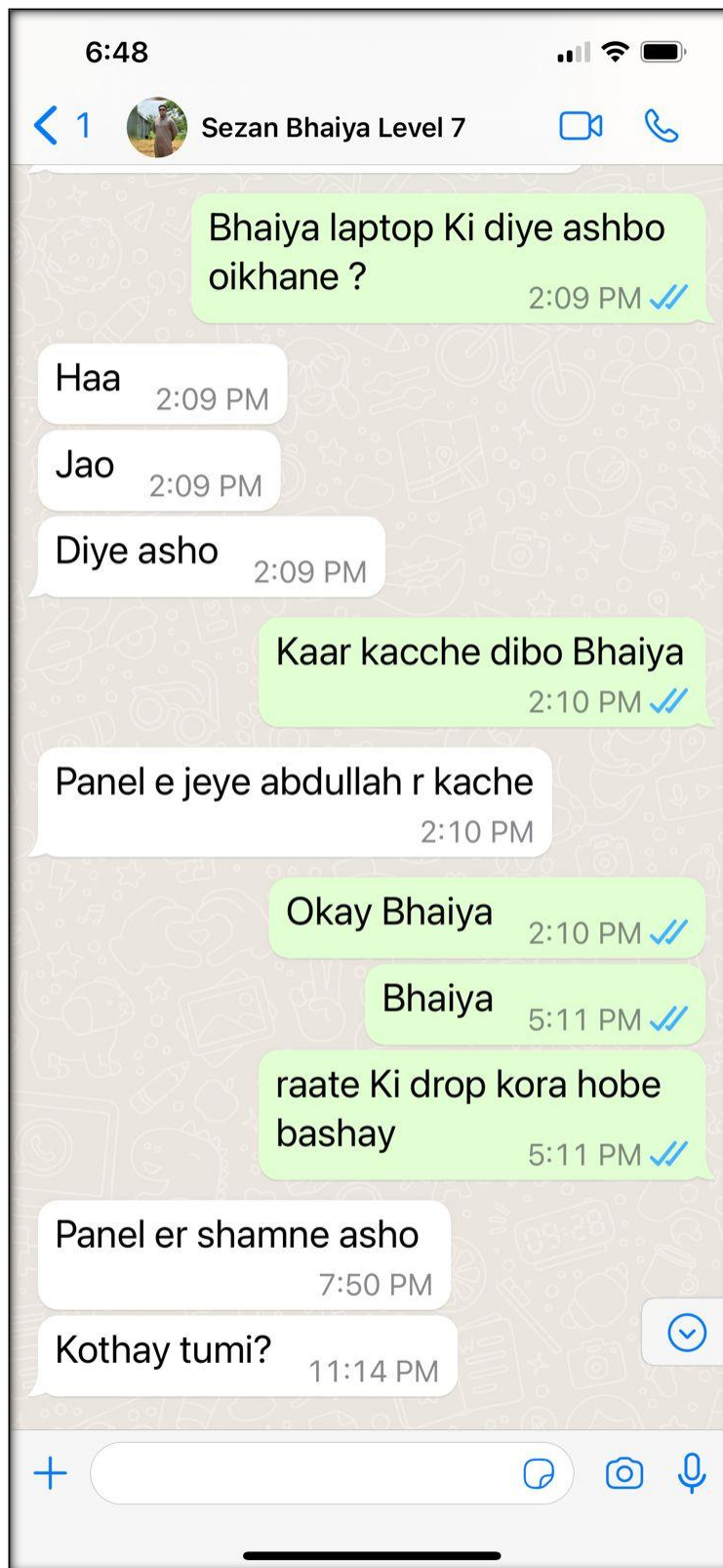


Image 1.3: Whatsapp conversations during this event with Mosi Uddin Mosi (Sezan), Business Development Head at Level 7 solutions limited.

Challenges Faced:

1. That was a big event, so I had to deal with multiple things at a time.
2. It's not an easy job to work under pressure and report everything on time accurately.
3. It was quite challenging to deal with a huge crowd.
4. Some of the tasks were not understandable for me at that moment but my supervisor (boss) helped me to learn.
5. I had not met or worked with the media or you tuber before so it was hard for me to recognize them.
6. Dealing with multiple celebrities at a time was a tough thing to do.
7. It was difficult to observe the event by standing and walking all day.

My mistakes:

1. I did not understand the brief easily, so I took the wrong step in the beginning. Such as during the communication with the participant I passed the wrong information about the stage activity.
2. I could do things better if I had faster communication. So, it was my mistake not to be a fast communicator in that event. Like, during green room management I was a little bit hesitant to talk with the celebrity band singers.

My learnings:

1. Now, I know how to deal with the media and assist them accurately in an event? Like: give them the proper information and hospitality etc.
2. How to take note correctly about the brief from the senior BOSS (supervisor)?
3. How to deal with celebrities for a particular project? Like: how to communicate with them, treat them? And etc.
4. How to deal with a big crowd in an event? Like: the security, the entry gate management etc.
5. How to give a real time report about situations? Like: use of Whatsapp groups, walky-talky, etc.
6. How to handle challenging situations? Like: wrong stage performances, wrong announcements etc.
7. One of the notable lessons is, I learned punctuality and proper use of time.

These are the things I learned from this event.

Project- 2:

Project Name: JOB ADVERTISEMENT content for Level 7 Solutions Limited

Start Date: 19 September, 2023

End Date: 20 September, 2023

Project Description: Level 7 Solutions Limited was searching for a Senior Business Development Executive candidate. So, I was assigned by my supervisor Sumon Ahmed, COO at Level 7 Solutions limited to make a poster by Canva software and write a job description for the particular job advertisement.

My Tasks and Responsibilities:

1. Make a good looking poster.
2. Make a well written job description.
3. Took a final review from my boss.
4. Post the advertisement in “Facebook job related groups”.
5. I checked all the information which I provided is ok or not.

The poster (draft):



Image 2.1: The poster (first step/draft)

The poster (final):

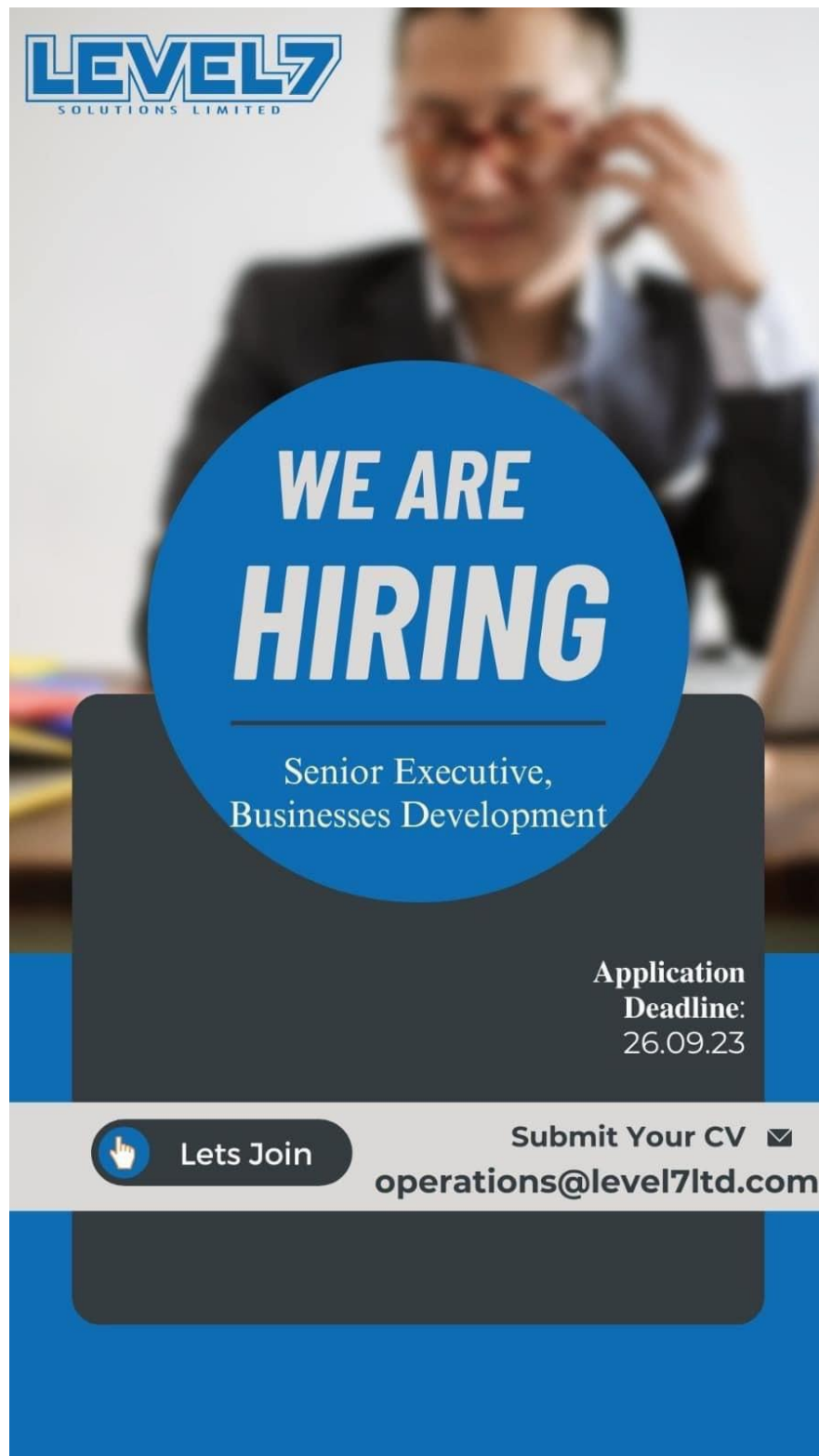


Image 2.2: The final poster which I have done

Draft job description:

Level 7 Solutions LTD. is hiring Senior Executive, Businesses Development

Job Title: Senior Executive, Business Development

Company Name: Level 7 Solutions LTD.

Location: 229/1, Road-10(old-19) Dhanmondi, Dhaka-1209, Bangladesh

Employment Status: Full-time

Weekend: Friday

Working Hours: 11:00 AM to 7:00 PM

Company Overview:

Level 7 Solutions Ltd. is a distinguished marketing and event activation agency with a proven track record spanning over 12 years. Founded on the principles of innovation, creativity, and a relentless pursuit of excellence, we have firmly established ourselves as a leading player in the industry. Our unwavering commitment to providing 360-degree solutions has enabled us to navigate and redefine the ever-evolving marketing landscape. Our mission at Level 7 Solutions Ltd. is to revolutionize the marketing industry by challenging conventional norms and delivering cutting-edge creative solutions. We believe in the power of strategic thinking, design aesthetics, and technological prowess to shape the future of marketing and event activation. Our goal is not just to meet client expectations but to exceed them, consistently pushing the boundaries of what is possible. At the heart of our success lies our exceptional team of experts, consisting of strategists, designers, coders, and other creative talents. Each member of our team is handpicked for their expertise, dedication, and passion for marketing. Their collective force drives us forward, ensuring that we remain at the forefront of the industry. At Level 7 Solutions Ltd., we are not content with merely keeping up with industry trends; we set them. Our unwavering commitment to innovation, combined with our exceptional team and client-centric approach, positions us as a leader in the marketing and event activation industry.

Job Overview:

As an Executive, Business Development at Level 7 Solutions Ltd., you will play a pivotal role in driving the growth and success of our organization. You will be responsible for identifying new business opportunities, nurturing client relationships, and contributing to the overall strategic direction of the company.

Key Responsibilities:

- **Plan and Executive Events:** Plan and execute events, including scheduling, budgeting, and coordinating logistics. Work with vendors, contractors, and other event partners to ensure timely delivery of services and products. Manage event registration, attendee

Image 2.3: Draft job description which I have done

tracking, and communication. Coordinate event setup and breakdown, including managing staff and volunteers. Communicate event details and updates to stakeholders, including clients and team members. Provide on-site support during events, including managing vendor and staff operations. Develop and maintain event planning materials, including checklists, timelines, and templates.

- **Identify and Cultivate Prospective Clients:** Proactively research and identify potential clients, industries, and markets that align with our services and solutions. Develop and maintain a robust pipeline of leads.
- **Client Engagement:** Initiate and maintain meaningful relationships with clients. Understand their needs, challenges, and goals to provide tailored solutions and build trust.
- **Sales Strategy:** Collaborate with the sales team and management to develop and execute effective sales strategies that drive revenue growth and market expansion.
- **Proposal Development:** Prepare compelling proposals, presentations, and pitches that showcase our company's capabilities and value proposition.
- **Market Research:** Stay updated on industry trends, market dynamics, and competitors to identify opportunities for growth and innovation.
- **Negotiation and Closing:** Lead negotiations, overcome objections, and close deals in a manner that benefits both the client and the company.
- **Achieve Sales Targets:** Consistently meet and exceed sales targets and KPIs to contribute to the company's overall success.
- **Reporting:** Maintain accurate records of sales activities, client interactions, and sales forecasts. Provide regular reports to management on progress and achievements.

Required Experience:

Minimum of 2-3 years of experience in the Marketing/Advertising agency or Event activation field.

Others Qualifications:

- Any field of Bachelor's Degree
- Proficiency in Microsoft Office Suite, particularly Excel and PowerPoint, to create compelling reports, presentations, and proposals.
- Results-oriented with a focus on exceeding targets.
- Ability to work independently and as part of a team.
- Strong problem-solving and strategic thinking skills.
- Exceptional interpersonal skills and the ability to build and maintain client relationships.
- Strong organizational and communication skills.
- Excellent presentation, and negotiation skills.
- Experience with event registration software and technology.
- Demonstrated ability to manage budgets and negotiate contracts.
- Knowledge of event logistics, including AV, catering, and transportation.
- Understanding of legal and regulatory requirements for events.

Image 2.4: Draft job description which I have done

Salary: Negotiable

Other benefits:

- Festival bonus
- Salary review
- Mobile allowance
- Partially subsidized lunch.
- Unlimited tea/coffee facilities.
- Picnic & refreshing tours.
- Excellent working environment.
- Access to develop personal skills.
- Opportunity to work with a friendly, dynamic, and overseas team.

Application Process:

If you are a motivated and results-driven professional with a minimum of 2-3 years of experience in the Marketing/Advertising agency or Event activation field and a passion for business development, we invite you to join our team at Level 7 Solutions Ltd. To apply, please submit your updated resume, a cover letter highlighting your relevant experience and achievements, and any other supporting documents to operations@level7ltd.com. Level 7 Solutions Ltd. is an equal opportunity employer, and we encourage individuals from diverse backgrounds to apply. Join us in driving innovation, growth, and success as an Executive, Business Development, and be part of our exciting journey towards excellence.

Application Deadline: 26.09.23

Image 2.5: Draft job description which I have done

Final job description:**Level 7 Solutions Limited is hiring Senior Executive, Businesses Development**

Job Title: Senior Executive, Business Development

Company Name: Level 7 Solutions Limited

Location: 229/1, Road-10(old-19) Dhanmondi, Dhaka-1209, Bangladesh

Employment Status: Full-Time

Weekend: Friday

Working Hours: 11:00 AM to 7:00 PM

Company Overview:

Level 7 Solutions Limited is a distinguished public relation, marketing and event activation agency with a proven track record spanning over 12 years. Founded on the principles of innovation, creativity, and a relentless pursuit of excellence, we have firmly established ourselves as a leading player in the industry. Our unwavering commitment to providing 360-degree solutions has enabled us to navigate and redefine the ever-evolving marketing landscape. Our mission at Level 7 Solutions Limited is to revolutionize the marketing industry by challenging conventional norms and delivering cutting-edge creative solutions. We believe in the power of strategic thinking, design aesthetics, and technological prowess to shape the future of marketing and event activation. Our goal is not just to meet client expectations but to exceed them, consistently pushing the boundaries of what is possible. At the heart of our success lies our exceptional team of experts, consisting of strategists, designers, coders, and other creative talents. Each member of our team is handpicked for their expertise, dedication, and passion for marketing. Their collective force drives us forward, ensuring that we remain at the forefront of the industry. At Level 7 Marketing Solutions, we are not content with merely keeping up with industry trends; we set them. Our unwavering commitment to innovation, combined with our exceptional team and client-centric approach, positions us as a leader in the marketing and event activation industry.

Job Overview:

As an Executive, Business Development at Level 7 Solutions Limited, you will play a pivotal role in driving the growth and success of our organization. You will be responsible for identifying new business opportunities, nurturing client relationships, and contributing to the overall strategic direction of the company.

Key Responsibilities:

- Business Planning
- Spreadsheet Management and Presentation Development (Utilize Microsoft Excel, Power Point)

Image 2.6: Final job description which I have done

- Identify and Cultivate Prospective Clients
- Client Engagement
- Strategic Plan
- Proposal Development
- Market Research
- Negotiation and Closing
- Reporting

Required Experience:

Minimum of 2-3 years of experience in the Marketing/Advertising agency or Event activation field.

Others Qualifications:

- Any field of Bachelor's Degree
- Proficiency in Microsoft Office Suite, particularly Excel and PowerPoint, to create compelling reports, presentations, and proposals.
- Results-oriented with a focus on exceeding targets.
- Ability to work independently and as part of a team.
- Strong problem-solving and strategic thinking skills.
- Exceptional interpersonal skills and the ability to build and maintain client relationships.
- Strong organizational and communication skills.
- Excellent presentation, and negotiation skills.
- Experience with event registration software and technology.
- Demonstrated ability to manage budgets and negotiate contracts.
- Knowledge of event logistics, including AV, catering, and transportation.
- Understanding of legal and regulatory requirements for events.

Salary: Negotiable

Other benefits:

- Festival bonus
- Salary review
- Mobile allowance
- Partially subsidized lunch.
- Unlimited tea/coffee facilities.
- Picnic & refreshing tours.
- Excellent working environment.
- Access to develop personal skills.
- Opportunity to work with a friendly, dynamic, and overseas team.

Image 2.7: Final job description which I have done

Application Process:

If you are a motivated and results-driven professional with a minimum of 2-3 years of experience in the Marketing/Advertising agency or Event activation field and a passion for business development, we invite you to join our team at Level 7 Solutions Limited. To apply, please submit your updated resume, a cover letter highlighting your relevant experience and achievements, and any other supporting documents to operations@level7ltd.com. Level 7 Solutions Limited is an equal opportunity employer, and we encourage individuals from diverse backgrounds to apply. Join us in driving innovation, growth, and success as an Executive, Business Development, and be part of our exciting journey towards excellence.

Application Deadline: 26.09.23

Image 2.8: Final job description which I have done



Image 2.9: Whatsapp conversation with my supervisor Sumon Ahmed regarding this project

Challenges Faced:

1. I was new in Canva. So, this was not friendly software for me at the beginning.
2. I was not sure about the design. There was no reference during the design.
3. I didn't know about well written job descriptions before.

My mistakes:

1. In the first step, the design of the full poster was wrong. The first look was very basic. (Then my supervisor helped me and suggested the right template in Canva).
2. I used the wrong color in design. Firstly, I used Black and white color in the design.
3. The font (Cambria) was not appropriate.
4. I didn't add the company logo on the poster.
5. My choice of words was wrong on the job description. Like, I have written key responsibilities in a wrong way, but it should be in only bullet points.

My learnings:

1. I Learned about Canva and how it works.
2. This project developed my research skills. Like, what kind of things should a job candidate have? Or how to write a job description? I have researched these things on Google.
3. I learned about the importance of the company or organization's logo on their posters or content.
4. Now, I know it is important to keep similarities in color between the content and the logo of an organization.
5. I learned about color combinations in poster design. Like, what is the color of the organization and what should be the color of their contents.

These are the things I learned from this project.

Project- 3:

Project Name: ESPORTS inside Workshop

Start Date: 02 October, 2023

End Date: 10 October, 2023

Project Description: E-sports, short for electronic sports, represents a rapidly growing and dynamic sector of the gaming industry where competitive video gaming is elevated to a professional level. In recent years, Esports has gained immense popularity, evolving from a niche subculture to a mainstream phenomenon with a global audience. Esports has fostered a global community of players and fans who connect through online platforms, social media, and live events. The fan base is diverse, spanning different age groups and demographics, united by their passion for gaming and competitive play. Zenetic Esports is the concern of Level 7 Solutions Limited. Mainly, Zenetic Esports is dedicated to E-sports related projects. A R Sohan, CEO of Level 7 Solutions Limited and Zenetic Esports, wanted to execute a workshop among the students of private universities in Bangladesh. The primary objective of this workshop was to provide students with esports education and skill development opportunities. The intention of this workshop was to let them know about these topic: like,

- ☐ What is Esports?
- ☐ Esports ecosystem
- ☐ Gaming and Esports
- ☐ Industry Insights
- ☐ Esports Management and Production
- ☐ Career Opportunities in the Industry, Perception of the Industry in Bangladesh

A R Sohan, CEO of Level 7 Solutions Limited and Zenetic Esports and my supervisor Sumon Ahmed, COO at Level 7 Solutions Limited assigned me on this project.

My Tasks and Responsibilities:

1. Power-point proposal design for sponsors.
2. Write down the proposal email, Sponsorship email.
3. Find-out and contact with university clubs.
4. Meeting with the club team.
5. Promotional planning.
6. Updated the CEO and Business Development Head about the project.

The draft proposal:

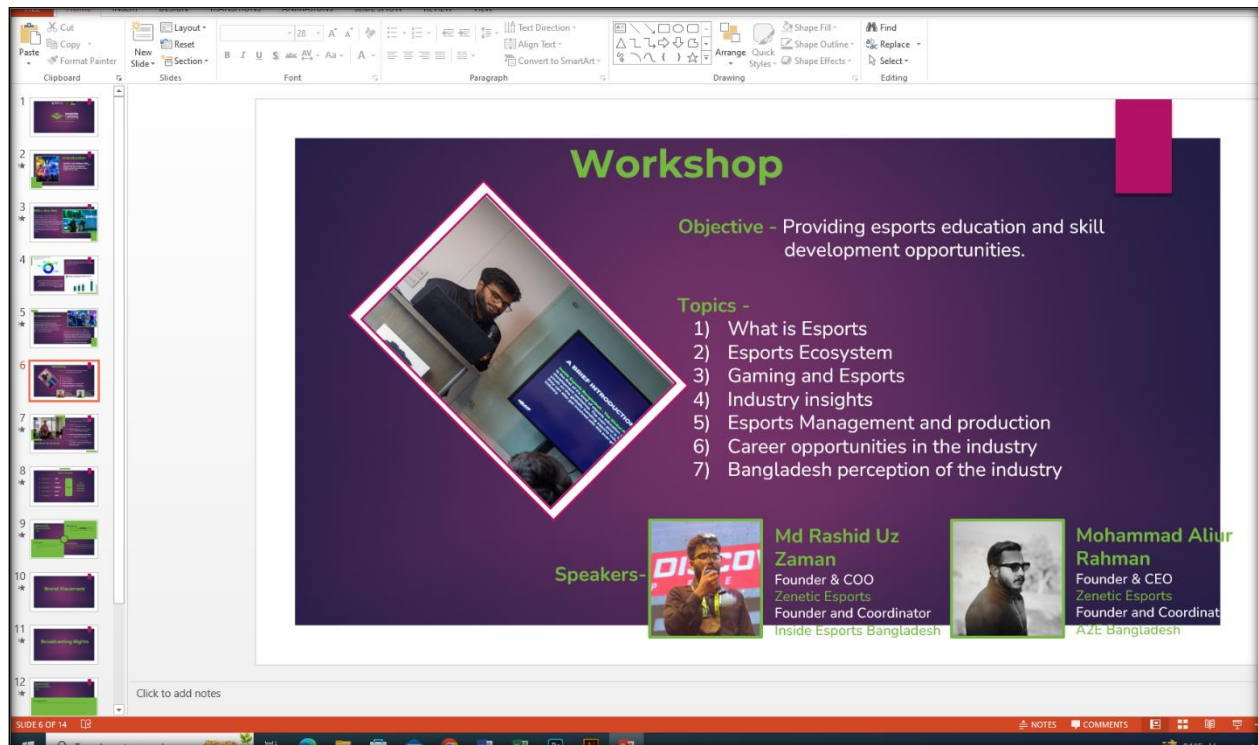


Image 3.1: Sponsorship proposal (draft) which I have done

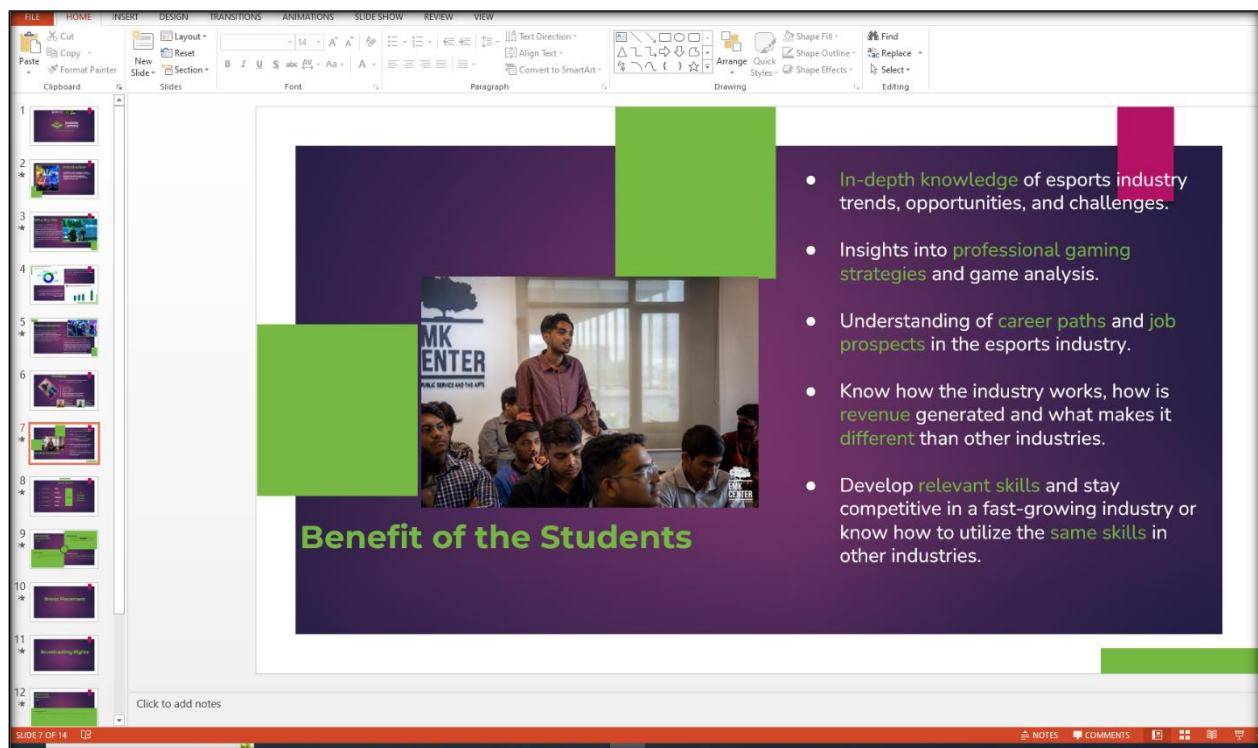


Image 3.2: Sponsorship proposal (draft) which I have done

The final Proposal:

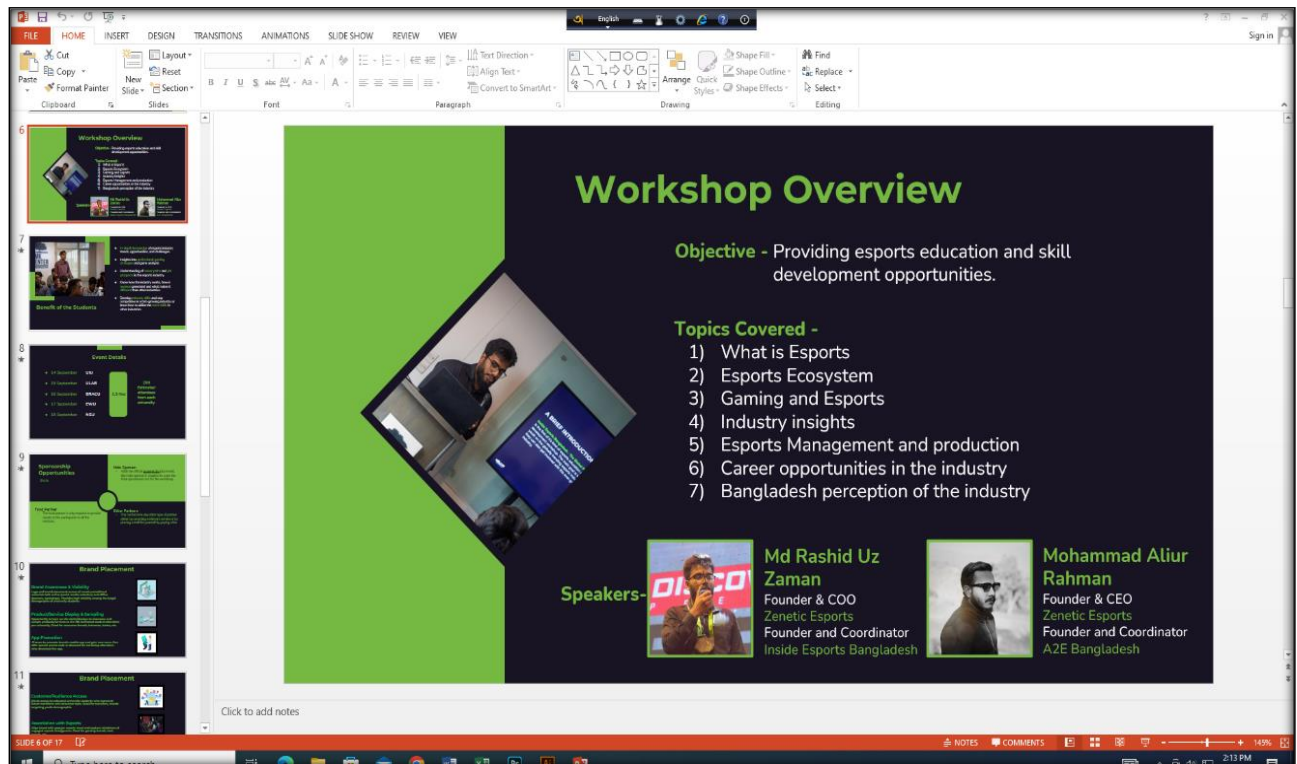


Image 3.3: Sponsorship proposal (final) which I have done

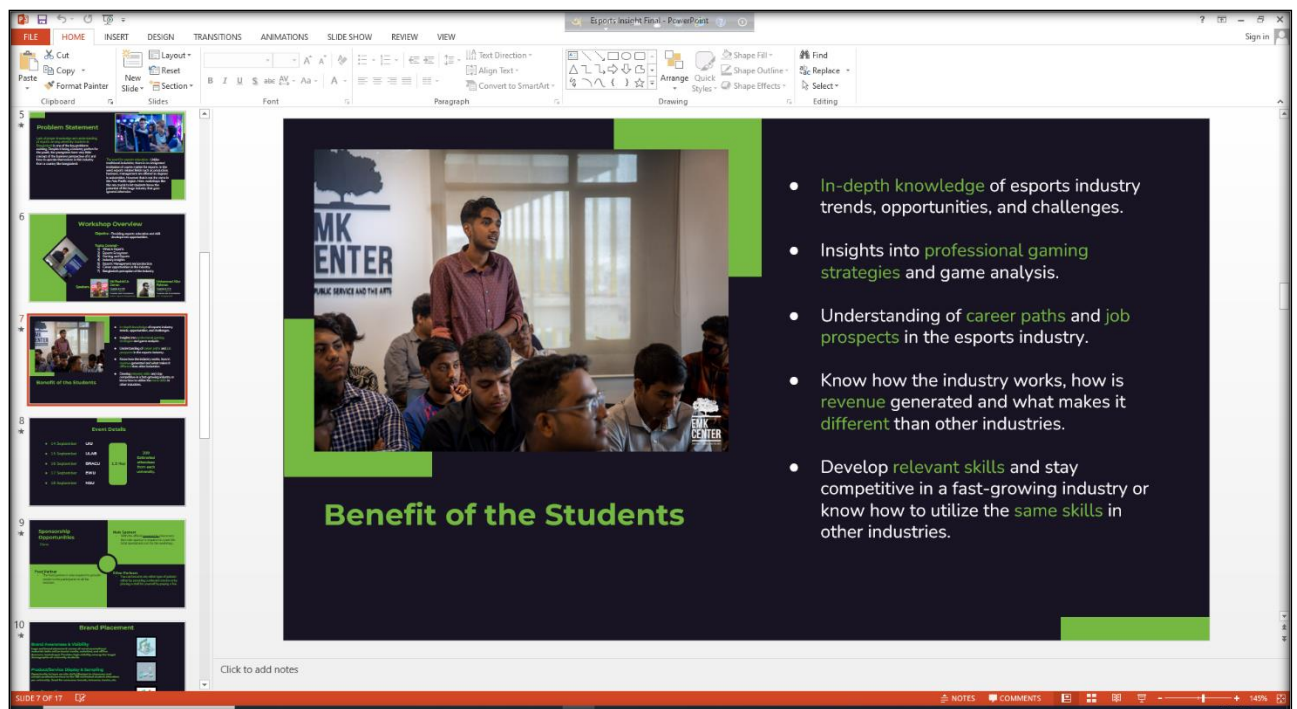


Image 3.4: Sponsorship proposal (final) which I have done

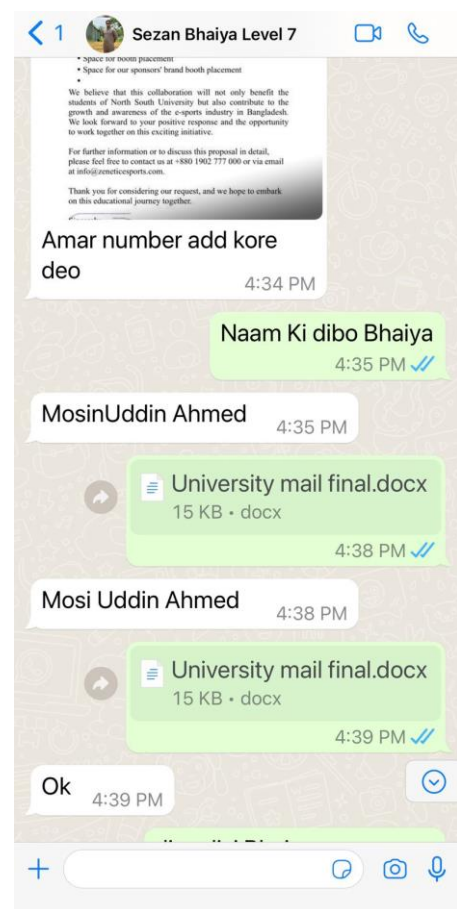
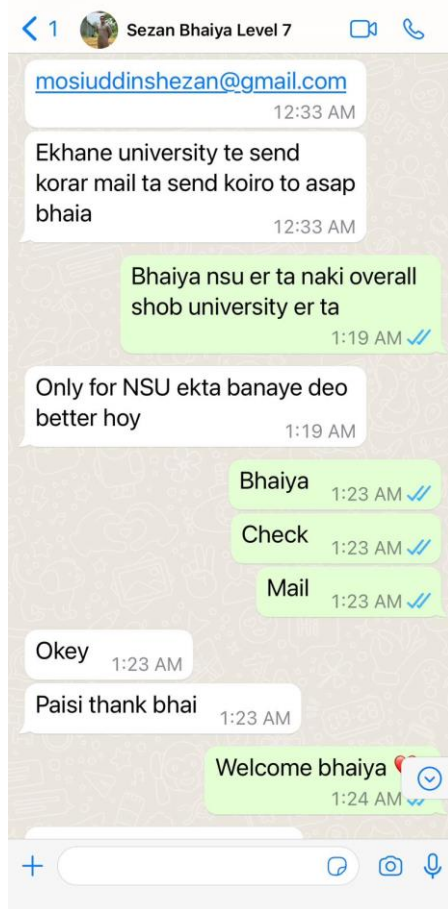


Image 3.5 (collage): My Whatsapp communication about this project with the Head of Business Development

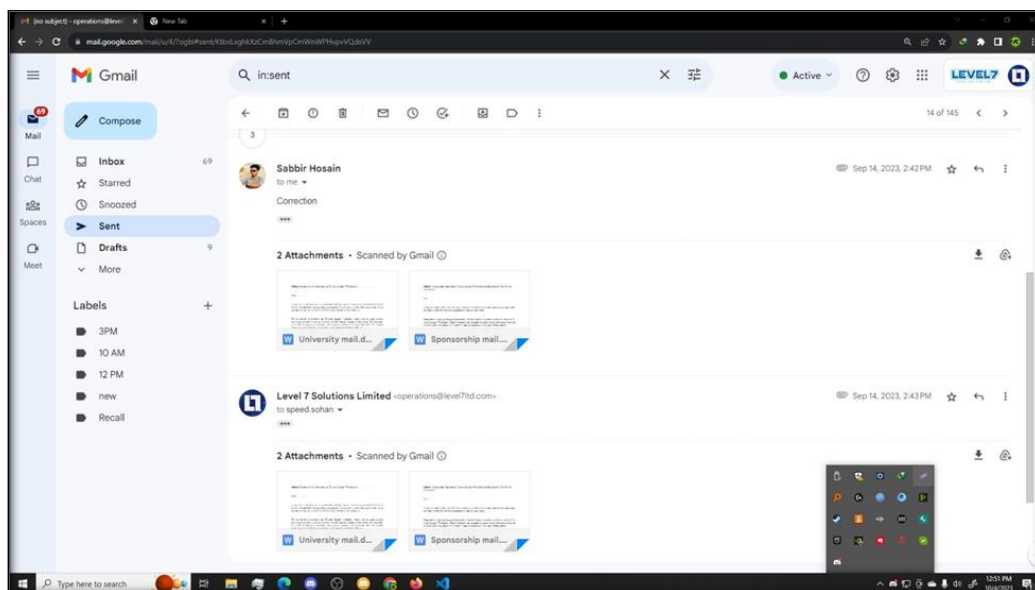


Image 3.6: Email

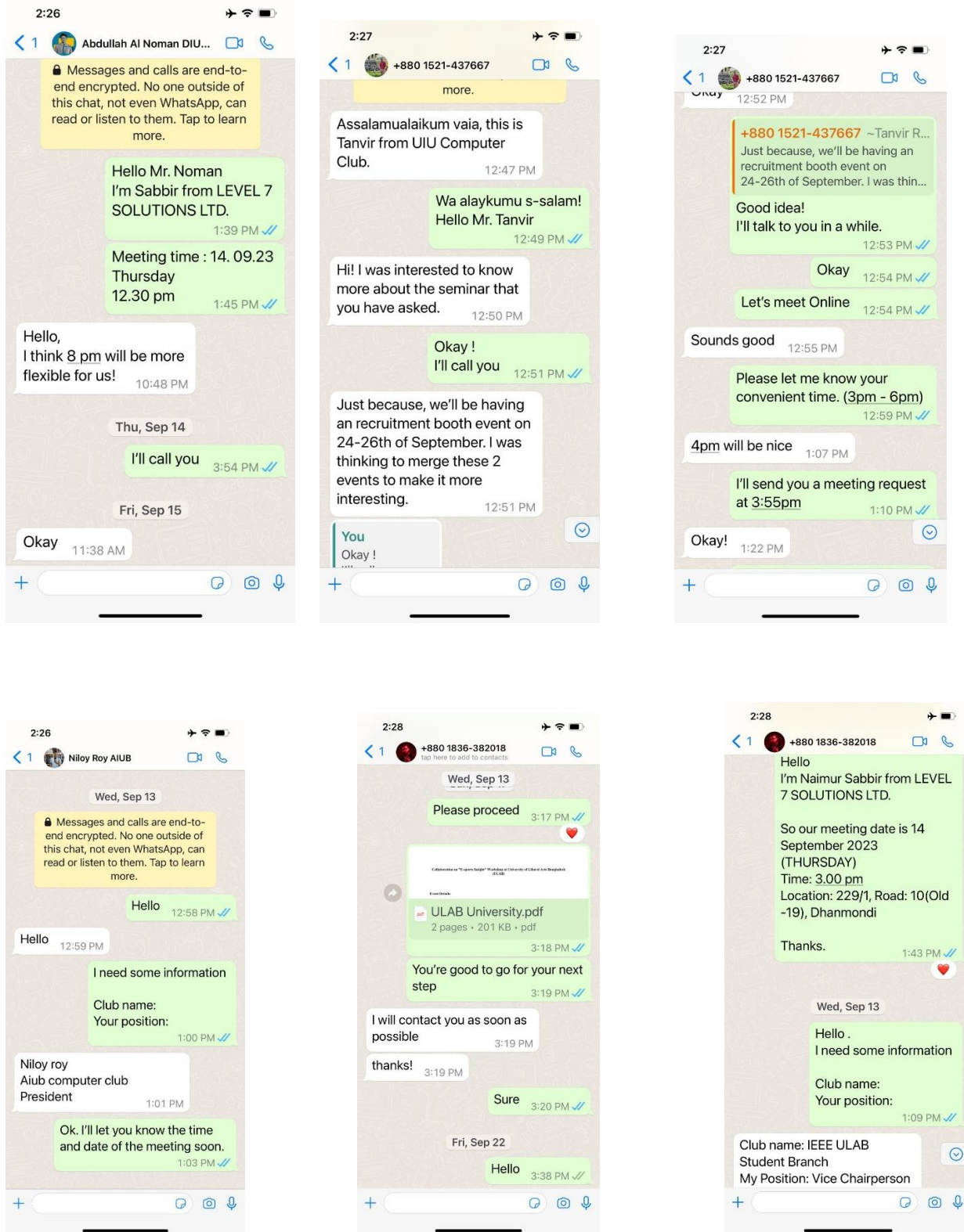


Image 3.7 (collage): My Whatsapp communications with the club representative from different Universities which I have done

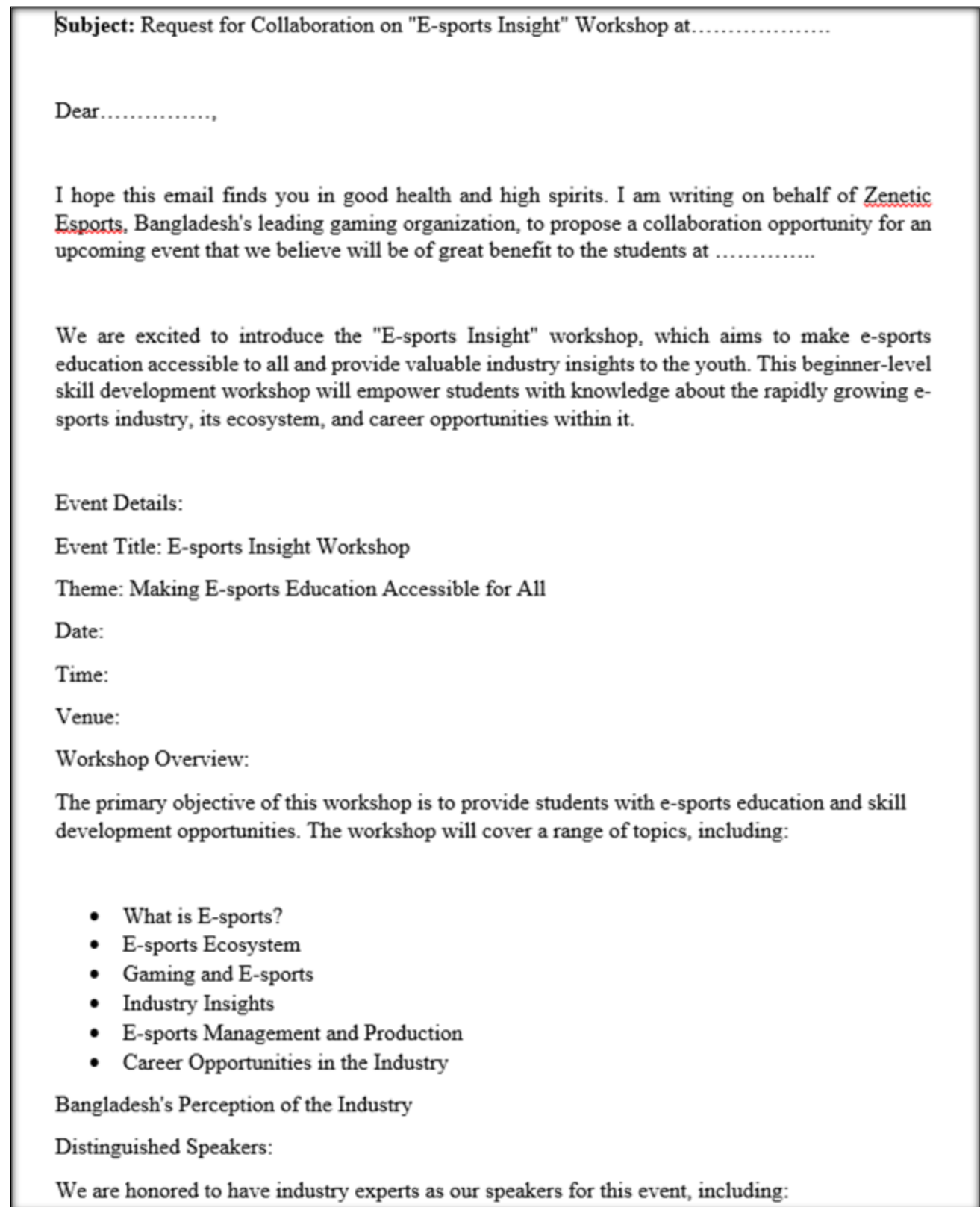


Image 3.8: The proposal e-mail which I have done

- Md. Rashid Uz Zaman, Founder & COO, Zenetic E-sports
- Founder and Coordinator, Inside E-sports Bangladesh
- Mohammad Aliur Rahman, Founder & CEO, Zenetic E-sports
- Founder and Coordinator, A2E Bangladesh

Benefits for Students:

By participating in this workshop, students will gain:

- In-depth knowledge of e-sports industry trends, opportunities, and challenges.
- Insights into professional gaming strategies and game analysis.
- Understanding of career paths and job prospects in the e-sports industry.
- Knowledge of how the industry works, how revenue is generated, and what sets it apart from other industries.
- Development of relevant skills to stay competitive in this fast-growing industry or to utilize these skills in other fields.

Support Needed:

To make this event a success, we kindly request the following support from

- Hall room/auditorium with a seating capacity of 250 attendees
- Access to a projector
- A green room for our speakers
- Space for booth placement
- Space for our sponsors' brand booth placement

We believe that this collaboration will not only benefit the students of but also contribute to the growth and awareness of the e-sports industry in Bangladesh. We look forward to your positive response and the opportunity to work together on this exciting initiative.

For further information or to discuss this proposal in detail, please feel free to contact us at +880 1902 777 000 or via email at info@zeneticsports.com.

Thank you for considering our request, and we hope to embark on this educational journey together.

Sincerely,

Image 3.9: The proposal e-mail which I have done

Subject: Sponsorship Opportunity: E-sports Insight Workshops for Bangladesh's Top Private Universities

Dear,

I hope this email finds you well. I am writing to introduce an exciting sponsorship opportunity that aligns perfectly with your organization's interests and values.

Bangladesh's Leading Gaming Organization, Zenetic Esports, is proud to present a series of "E-sports Insight" Workshops. These workshops are designed to make e-sports education accessible to all and offer a beginner-level skill development platform for the youth of Bangladesh.

Event Overview:

Objective: Providing e-sports education and skill development opportunities.

Theme: Making e-sports education accessible for all.

Topics Covered: E-sports fundamentals, industry insights, career opportunities, and more.

Speakers: Renowned figures in the e-sports industry, including Md. Rashid Uz Zaman and Mohammad Aliur Rahman, Founders of Zenetic Esports.

Estimated Attendees: 200 students from each top private university.

Why Sponsor Us?

Sponsoring our workshops offers a range of benefits, including:

In-depth Industry Exposure: Gain insights into the rapidly growing e-sports industry.

Brand Visibility: Prominently showcase your brand through various channels.

Consumer Engagement: Interact with educated university students, representing future consumers.

Social Responsibility: Contribute to youth education initiatives, enhancing your brand's CSR image.

Sponsorship Tiers:

We offer several sponsorship opportunities to fit your organization's needs:

Image 3.10: The sponsorship e-mail which I have done

Main Sponsor: Cover the total operational cost for the workshop.

Food Partner: Provide snacks to participants in all sessions.

Other Partners: Offer relevant services or place a stall for a fee.

Additional Benefits:

Brand Placement: Logo and brand visibility in online and offline promotional materials.

Product/Service Display & Sampling: Showcase and sample products/services to attendees.

App Promotion: Promote your mobile app to gain new users.

Customer/Audience Access: Direct access to future workforce and consumers.

Association with Esports: Align with the popular esports trend.

Corporate Social Responsibility: Support youth education initiatives.

We are confident that your organization's involvement in these workshops will not only contribute to the growth of the e-sports industry in Bangladesh but also enhance your brand's reputation and visibility.

For more information and to discuss the sponsorship details, please contact us at +880 1902 777 000 or email us at info@zeneticesports.com.

We look forward to the possibility of partnering with your esteemed organization to make the "E-sports Insight" Workshops a resounding success.

Thank you for considering our proposal.

Sincerely,

Image 3.11: The sponsorship e-mail which I have done

Challenges Faced:

1. Work under extreme pressure.
2. Deal with multiple university teams.
3. Meeting time match.
4. Power-point proposal for a big company (I was confused about the exact language, tone, color, font and information).
5. Faced several issues with timing and agreement.

My mistakes:

1. I used the wrong tone, color, words and information in the proposal. Like, I used purple color slides but the right choice is black.
2. The picture placement was wrong.
3. The approach of the email was not appropriate. Like, I missed the main idea in the email. Then my supervisor suggested to me the appropriate way to write a sponsorship email.

My learnings:

1. Learned to use tone, color, words and information in proposals. Like, what kind of color is appropriate in the proposal slides or what kind of information should be placed in the proposal slides?
4. Learned to interpret the appropriate approach. Like, how to grab the attention of the target.
2. Learned to work under pressure.
3. Learn to submit the required project as soon as possible.
4. Learned to deal with the several stakeholders. I had to deal with several stakeholders like, university club, university authority, sponsors etc.

These are the things I learned from this project.

Project- 4:

Project Name: CREATORS DAY Media Coverage Breakdown

Start Date: 12 October, 2023

End Date: 13 October, 2023

Project description: Promoting an event through newspapers can be an effective way to reach a diverse audience. ‘Creators Day’ – this event is for the content creators of Bangladesh. So, the plan was to promote that event through The Daily Star. The Daily Star is the leading newspaper of Bangladesh. Our intention was to grab the attention of a large number of audience.

Sumon Ahmed, COO at Level 7 Solutions Limited, assigned me this work and Mosi Uddin Mosi (Sezan), Head of Business Development helped me with the research documents.

My Tasks and Responsibilities:

1. I was advised to break down the promotional contents for the advertisement.
2. I was advised to note down the cost of The Daily Star advertisement.
3. I was assigned to find out the Daily Star advertisement information and agreements.
4. How will the content of that event be advertised through The Daily Star?

Creators Day

Media Coverage Breakdown (The Daily Star)

1. Front-Page Feature Article

- Highlight the significance of Creators Day
- Notable participants
- Its impact on the gaming industry

(Negotiate the size and placement)

2. inside Page Feature:

- Provide more space for detailed event coverage
- Interviews with content creators
- Event's significance

(Negotiate the size and placement)

3. Online Coverage:

- Online coverage,
- Featured articles on The Daily Star's website and social media

4. Exclusive Interviews:

- Arrange exclusive interviews with prominent content creators and organizers to be published in print and online.

5. Event Announcement:

- Announcement for Creators Day.

6. Photography and Graphics:

- Photography and graphics.

(Upload those from the social media handle)

Image 4.1: The Coverage Breakdown which I have done

7. Social Media Promotion:

- Promote Creators Day actives on The Daily Star's social media channels.

Cost can vary widely depending on several factors, including the size of the advertisement or article, its placement, and the publication's rates.

Segment	Cost
Front Page Feature (Friday) Size: 64 col inch (32+32)	Approximately 10 lacs BDT.
Inside Page Feature for both (Optional for Content Creators Day)	Around 5 lacs BDT
Online Coverage for both	Approximately 3 lacs BDT.
Print Advertisement for both (Optional for E-sports Insight Workshop)	Around 6 lacs BDT
Event Listing or Announcement for both	Around 1 lac BDT
Exclusive Interview for both	Around 2 lacs BDT
Photography and Graphics for both (Optional)	Might cost around 2 lacs BDT
Social Media exposure for both	Approximately 1 lac BDT

Image 4.2: The Coverage Breakdown which I have done

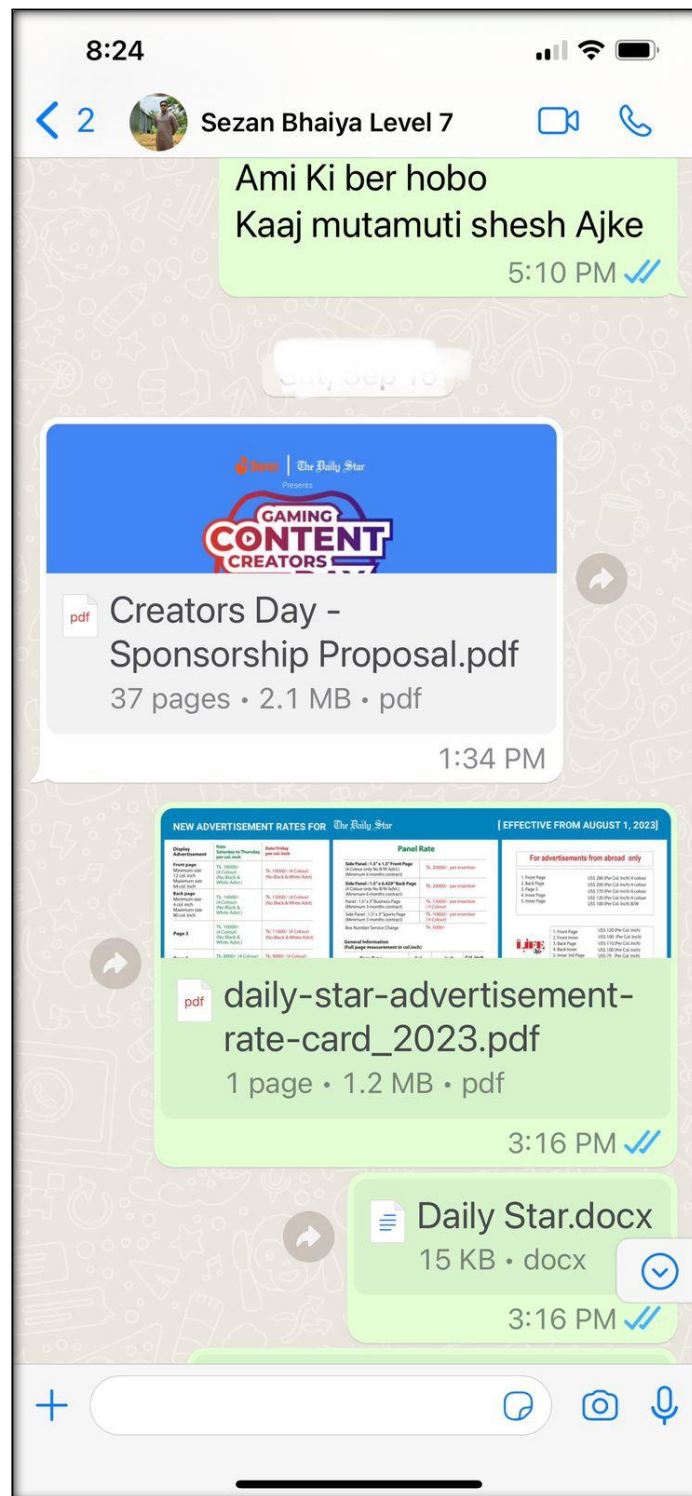


Image 4.3: Whatsapp communication about this project update with the Head of Business Development

Challenges Faced:

1. I was confused about the cost.
2. I was confused about newspaper advertisements.
3. And I was also confused about the content of the advertisements.

My mistakes:

1. Suggested the wrong place for the feature article. Like, my suggestion was the inside page for the feature article but the right place is the front page for the feature article.
2. Some of the contents were not appropriate for the advertisement. Like, TVC.

My learnings:

1. It enhanced my research skills like I researched about newspaper (The daily Star) advertisements and the cost.
2. Learned about newspaper advertisements and the costing. Like: The cost of The Daily Star front page Feature (Friday) is 10 lakhs BDT (approximately).
3. Learn to be more specific and add important information in a content. Like: what kind of information is important for a newspaper advertisement content?
4. Learned about the placement of the content (newspaper advertisements).

These are the things I learned from this project.

Project- 5:

Project Name: Smart Bangladesh Fair (স্মার্ট বাংলাদেশ মেলা) 2023 proposal and creative design

Client: Universe Interior Ltd.

Start Date: 05 October, 2023

End Date: 28 October, 2023

Project description: This project is about the Smart Bangladesh Fair 2023. Smart Bangladesh Fair is an event by Bangladesh Telecommunication Regulatory Commission (BTRC), Internet service provider Bangladesh (ISPB) and Posts and Telecommunications Division (PTD). The event was held on 26-28 October 2023 at Bangabandhu International Conference Center (BICC).

Universe Interior Ltd. is a well-known private company in Bangladesh. Universe Interior Ltd. mainly do projects like interior design in home, office etc. Universe Interior Ltd. mainly wanted to enter the Event Management market in Bangladesh. So, they hired Level 7 Solutions Limited as their Instructor or guiding partner in that project. That was their first move in the event management sector.

My Tasks and Responsibilities:

1. Research and information collection about current government projects.
2. Design the Power point proposal.
3. Generated the advertisement ideas for the event.
4. Make a list of the Bangladeshi influencers and celebrities for PR, Branding or promotional and marketing purposes.
5. Generated the Creative production ideas for the event.
6. Generated the venue design ideas for the event.
7. Research and generated the theme song idea for the event.
8. Collecting the legal papers of Universe Interior Ltd.

Power point proposal (draft):

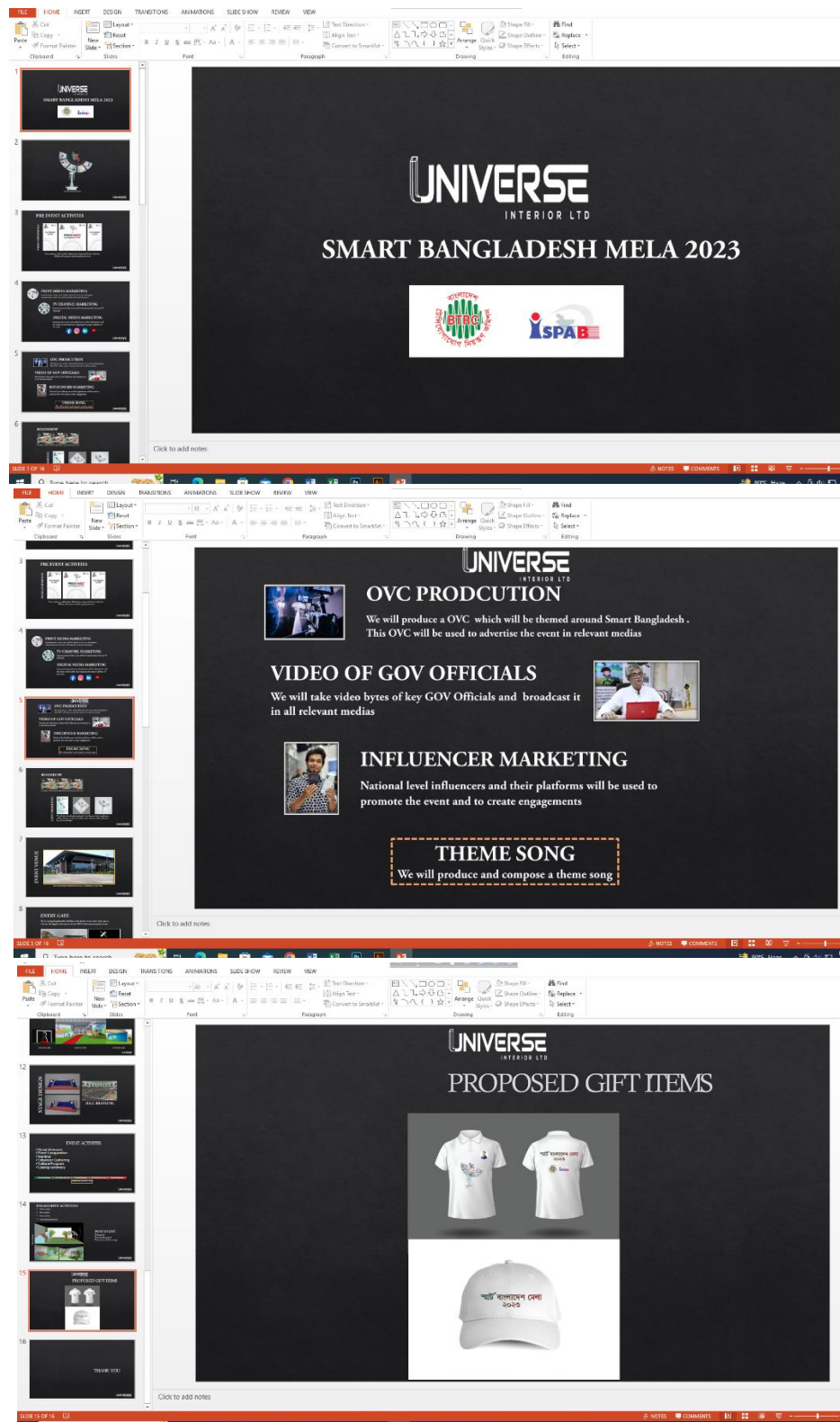


Image 5.1: The draft proposal which I have done

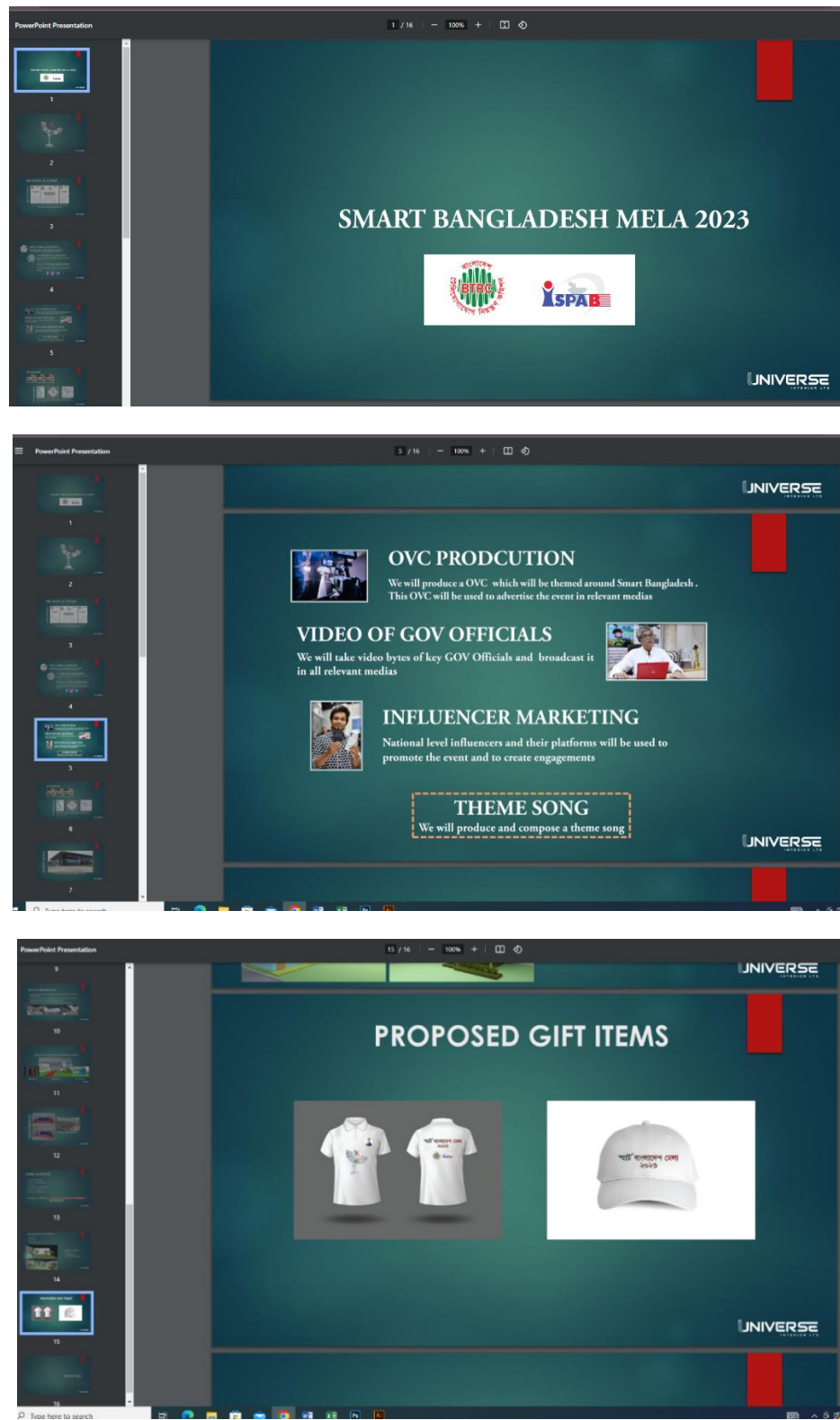
Power point proposal (final):

Image 5.2: Power point proposal (final) which I have done



Image 5.3: List of promotion medium and the Bangladeshi influencers and celebrities for PR, Branding or promotional and marketing purposes which I have done

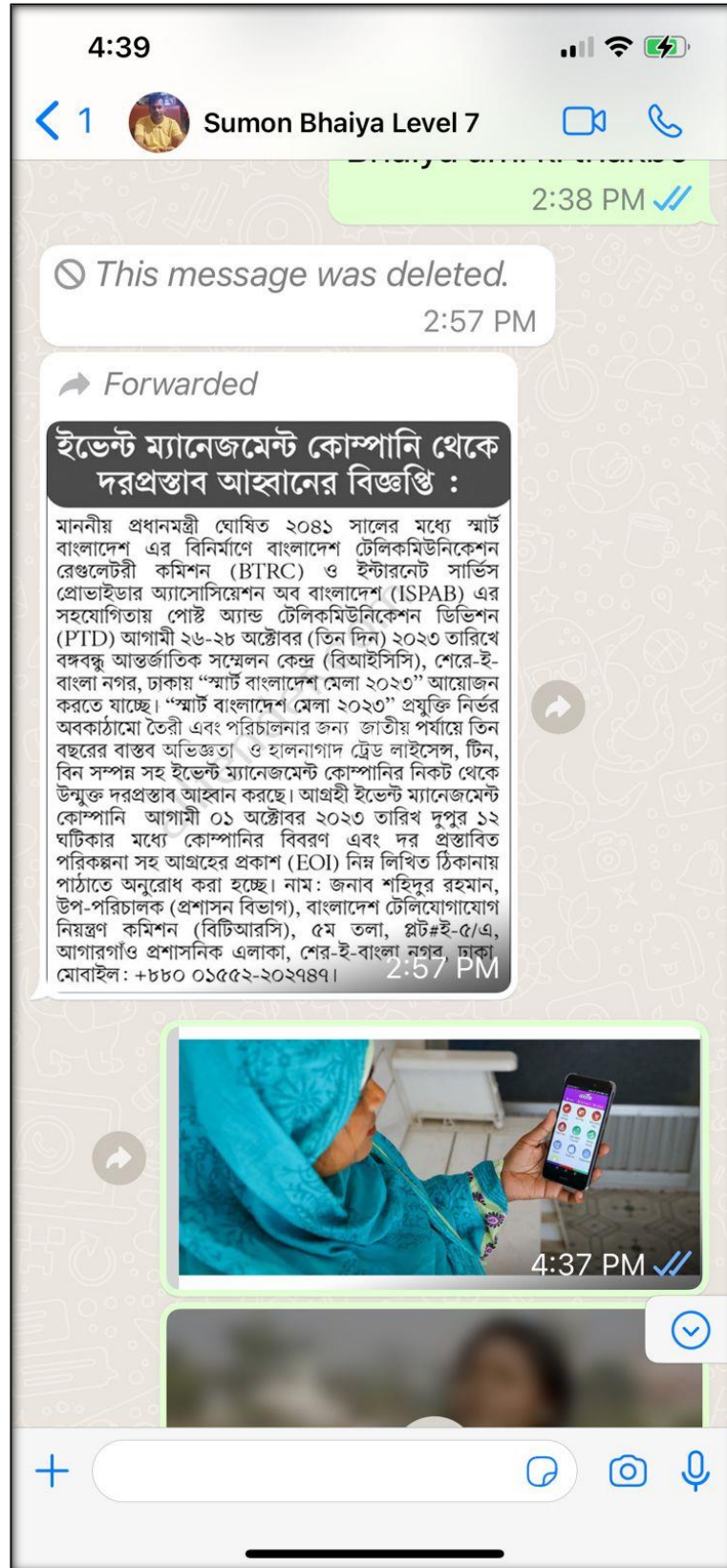


Image 5.4: Whatsapp conversation with my supervisor about that project



Image 5.5: Whatsapp group conversation about that project

Challenges Faced:

1. It was not an easy task to think about multiple ideas at a time.
2. This type of event is very work loaded because there are various things to deal with a government project.
3. I was confused about the influencers because I was not sure which types of influencers or celebrities are appropriate for this kind of event promotion.
4. Working continuously without taking a break.

My mistakes:

1. I used the wrong color plate (Black and White) in the proposal. And the placement of the client's logo was not right.
2. Suggested inappropriate influencer and celebrity name. Like: Porimoni, Israt Zahin etc.
3. My entry gate idea of the event was not appropriate.

My learnings:

1. Enhanced my research skills on Bangladeshi influencers from different backgrounds.
2. Enhanced my knowledge about the use of color plates in the proposal.
3. Learned to work with patience. Like: keeping patience is an important thing for multitasking.
4. Learn that, how to work on government projects? Like: what kind of paper I need or who will be my contact person for a particular project.
5. Enhanced my knowledge about event branding, event advertisement etc.
6. Learn that, how to approach a particular government project? Like: the language of the proposal, important papers etc.
7. Learned that, how to submit a proposal to the government office? Like: the procedure, the formalities etc.

These are the things I learned from this project.

Project 6:

Project Name: Truck Lagbe Branding and Bangladesh Tourism Fair 2023 Visit

Client: Truck Lagbe

Start Date: 25 September, 2023

End Date: 27 September, 2023

Project description: ‘Truck Lagbe’ is one of the biggest transportation services in Bangladesh. They wanted to promote the brand through their pickup van. So, they appointed Level 7 Solutions Limited for that project.

Bangladesh Tourism fair 2023 was held on September 26, 27, and 28, 2023 at Bangabandhu International Convention Centre (BICC), Dhaka. This was one of the biggest and most popular events for tourism in Bangladesh.

My advisor Sumon Ahmed, COO, Level 7 Solutions Limited, has assigned me to communicate with the City Corporation office and Bangladesh Tourism Fair 2023 Visit. He helped me very well. I have submitted the required documents to him.

My Tasks and Responsibilities:

1. Visited City Dhaka Corporation Gulshan Office and collected the required document list and procedure of application.
2. Collected contact number of City corporation office advertisement booth.
3. I have noted in pad all the important discussions between me and the computer operator of the City Corporation office advertisement booth.
4. Show the primary proposal to the city corporation office.
5. Visited Bangladesh Tourism fair 2023.
6. Communicate with the stall owners.
7. Collected contact number of shop owners or participants of that fair.
8. Clicked 100+ pictures of BICC and submitted those pictures to my supervisor.

Link:

<https://drive.google.com/drive/u/1/folders/114vGQDUe61DPkmJ8fmhNWnWb90b7Nkk9>

কোম্পানীর প্যাডে আবেদন করতে হবে। বরাবর, প্রধান রাজস্ব কর্মকর্তা ঢাকা উত্তর সিটি কর্পোরেশন গুলশান-২, নগর ভবন, ঢাকা।	(অনালোকিত) প্রতি বর্গফুট ১০০/- টাকা হারে (আলোকিত) প্রতি বর্গফুট ১৫০/- টাকা হারে	মূল টাকার পে-অর্ডার করতে হবে মেয়র ঢাকা উত্তর সিটি কর্পোরেশন। মূল টাকার ১৫% ভাট ট্রেজারী চালানের মাধ্যমে জমা দিতে হবে এই-কোর্ডে-১.১১৩৩.০০১৫.০৩১১.
গাড়ীতে বিজ্ঞাপনের ক্ষেত্রে প্রযোজ্য গাড়ীর ব্রব্বকের ফটোকপি ফিটনেসের ফটোকপি বিআরটিএ এর কন্টেন্ট নমুনা ও চুড়ান্ত কপি সংযোজন করতে হবে।	সাইনবোর্ডের ক্ষেত্রে ট্রেড লাইসেন্সের ফটোকপি সংযোজন করতে হবে।	নিবেদকে প্রতিষ্ঠানের পক্ষে এক জনের নাম পদবিসহ উল্লেখ করতে হবে মোবাইল নং-

Image 6.1: Required documents and procedure list which I have collected



Image 6.2: Primary proposal which I have shown to the city corporation office

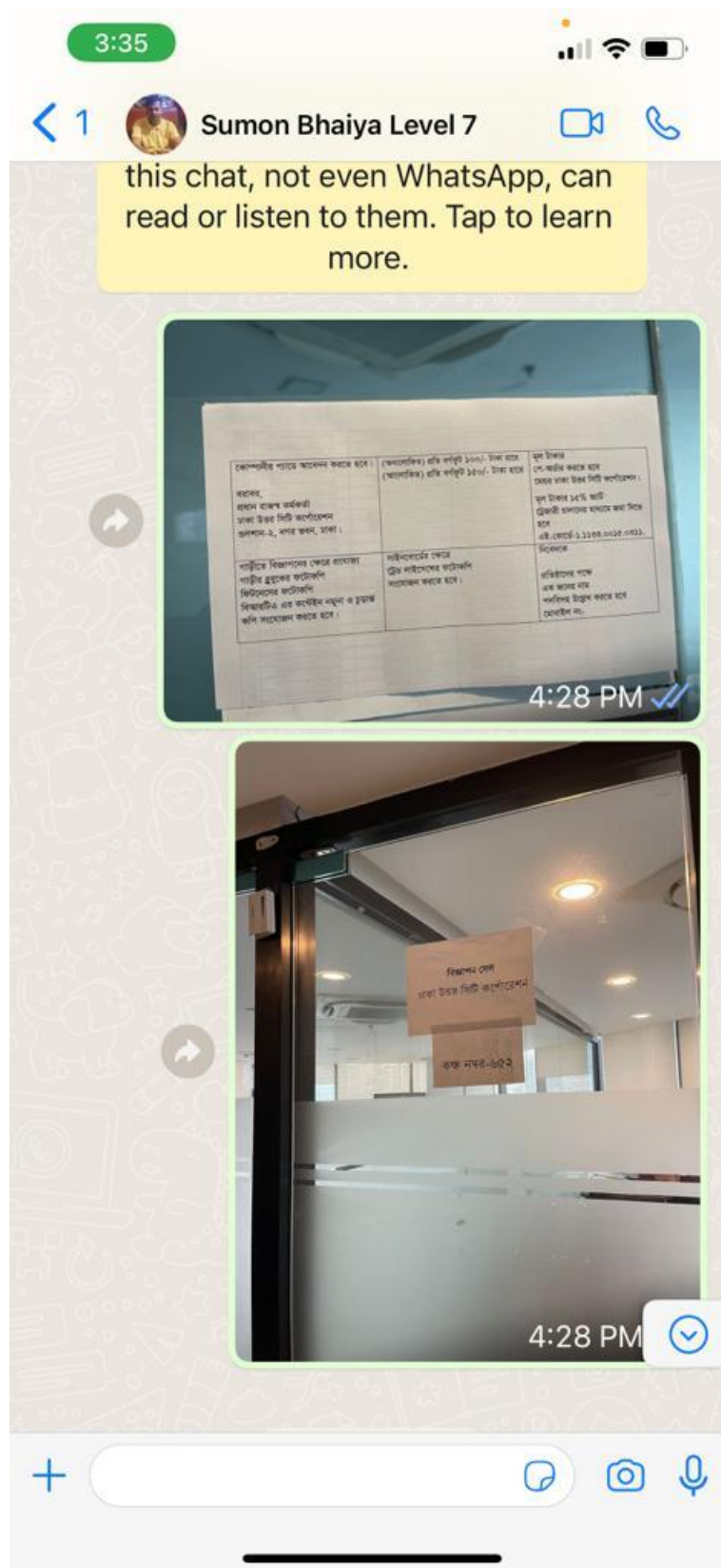


Image 6.3: Whatsapp conversation with my Supervisor about that project



Image 6.4: BICC, Bangladesh Tourism Fair 2023 stalls photo which I have clicked



Image 6.5: Photo of BICC, Bangladesh Tourism Fair 2023 which I have clicked



Image 6.6: Contact numbers of participants which I have collected

Challenges Faced:

1. Transportation issues (Mirpur to Truck Lagbe Office, Mohakhali to City Corporation office, Gulshan to Level 7 Office, Dhanmondi).
2. I was confused about the brief.
3. It was new for me so it was confusing to accomplish the work alone.

My mistakes:

1. Clicked some wrong pictures of BICC.
2. Submitted the pictures to my supervisor half an hour late.

My learnings:

1. Learned about Branding (banner, poster, roman banner, 3D banner etc.)
2. Learned to make a proposal for legal permission. Like, what kind of information and papers do we need?
3. Learned that, how to take pictures during an event visit?
4. Learned that, how to get permission from the City Corporation Office for Branding purpose? Like: the cost and paper submission.
5. Enhanced my knowledge about Legal permission.
6. Enhanced my knowledge about big events such as the Tourism Fair. Like: the outlook of the event and the activity etc.
7. Learn that, How to build up communication between a brand and an agency? Like: The communication process between Truck Lagbe and Level 7 Solutions Limited.
8. Submission should be done by deadline.

These are the things I learned from this project.

Project 7:

Project Name: Research and generate a campaign idea on ‘Truck Lagbe and the targeted customers’

Client: Truck Lagbe

Date: 06 November, 2023

Project Description: "Truck Lagbe" is a Bangladeshi digital platform that connects truck owners and transporters with individuals or businesses in need of transportation services. To use the service, people typically need to visit their website or use their mobile app. They can input details about your transportation requirements, such as the type and quantity of goods they need to move, the pickup and delivery locations, and the desired date and time. The platform then matches customers with available trucks and provides the service. So, Truck Lagbe wanted a campaign idea and a research idea on Truck Lagbe and the targeted customers. My advisor Sumon Ahmed, COO, assigned me this work.

My Tasks and Responsibilities:

1. I have been assigned to write a campaign idea.
2. Firstly I have researched well on Google to know how to write a campaign idea.
3. I have been assigned to write a research idea about “Truck Lagbe and the targeted customers”.
4. I have researched well about Truck Lagbe and the potential customer.

Campaign idea:



Client: Truck Lagbe

"Ease Your Move with Truck Lagbe"

Campaign Goals:

- Increase brand awareness of Truck Lagbe among the target audience.
- Generate new user sign-ups and bookings.
- Encourage repeat bookings from existing users.
- Position Truck Lagbe as the go-to solution for hassle-free relocations in Dhaka.

Target Audience:

- Students
- Expatriates
- Job Seekers
- Low-Income Workers
- Families in Transition
- Others frequently changing accommodations in Dhaka

Campaign Strategy:

1. Branding and Awareness Phase

- Develop a visually appealing and memorable campaign logo and design elements.
- Create a compelling campaign video that showcases Truck Lagbe's benefits and appeals to the emotions of the target audience.
- Launch a teaser campaign on social media platforms with a countdown to the official campaign launch date.
- Collaborate with local influencers who align with the target audience and have a strong online presence to promote the campaign.
- Run sponsored social media ads to increase reach and generate anticipation.

Image 7.1: The Campaign idea which I have generated

2. Education and Engagement Phase

- Share informative content about the challenges of moving in Dhaka city and how Truck Lagbe can solve them. This can include blog posts, videos, and infographics.
- Host webinars or live Q&A sessions with experts discussing moving tips and how Truck Lagbe can simplify the process.
- Encourage user-generated content by launching a social media contest where users share their moving stories and experiences with the hashtag #TruckLagbeMove.
- Send out email newsletters with helpful moving tips and special offers to subscribers.

3. Promotion and Incentives Phase

- Launch special promotions, such as "First Move Discount" for new users or "Refer a Friend" discounts for existing users who refer others.
- Create urgency by emphasizing that the campaign and its exclusive offers are available for a limited time.
- Leverage SMS marketing to reach potential customers with personalized messages about Truck Lagbe's benefits.
- Run targeted Facebook and Instagram ads, highlighting positive reviews and testimonials from satisfied customers.
- Implement retargeting ads to remind users who have visited the Truck Lagbe website but haven't yet booked a truck.

4. Measurement and Optimization:

- Regularly track campaign performance using key performance indicators like new sign-ups, bookings, website traffic, and conversion rates.
- Adjust the campaign strategy based on performance data. Allocate more budget to the most successful channels and refine messaging as needed.
- Continuously engage with the audience on social media by responding to comments and messages promptly.
- Collect user feedback through surveys or reviews and use it to improve the platform and customer experience.

Image 7.2: The Campaign idea which I have generated

Research on “Truck Lagbe and the targeted customers”

Frequent changes in accommodation in Dhaka city

- **Migrant Workers:** Dhaka city attracts a significant number of migrant workers from rural areas and other regions of the country. These workers often change their accommodation based on their job assignments or as they seek more affordable housing options.
- **Students:** Dhaka is home to many educational institutions, including universities and colleges. Students from different parts of the country and abroad often move to Dhaka for their education and may change their accommodations frequently due to changes in their academic programs or living preferences.
- **Expatriates:** Foreigners and expatriates working in Dhaka on short-term assignments or contracts may change their accommodations as their work situations evolve or based on their personal preferences.
- **Temporary Residents:** Some individuals come to Dhaka for short-term projects, business trips, or other temporary reasons. They may change their accommodations frequently based on the duration of their stay.
- **Job Seekers:** People who come to Dhaka in search of employment may change their accommodations as they move closer to potential job opportunities or as they secure employment.
- **Low-Income Workers:** Dhaka has a significant population of low-income workers who may frequently change their accommodations due to affordability issues or changes in employment status.
- **Families in Transition:** Families going through changes such as divorce, separation, or financial difficulties may also change their accommodations.
- **Housing Market Trends:** Dhaka's housing market is dynamic, and rental prices can fluctuate. Some individuals or families may change their accommodations in response to market trends, seeking more affordable or better-quality housing options.
- **Improvement in Living Standards:** As people's financial situations improve, they may seek better living conditions, prompting them to move to different areas or upgrade their accommodations.
- **Retirees:** Retirees or elderly individuals may change their accommodations for various reasons, such as moving closer to family members or seeking retirement communities.

Image 7.3: The research which I have generated

Individuals and groups in Dhaka city who frequently change their accommodations can benefit from using Truck Lagbe for their transportation and logistics needs for several reasons:

- **Convenience:** Truck Lagbe offers a user-friendly mobile app and website that allows users to easily request transportation services from their smartphones or computers. This convenience is especially valuable for people who may have busy schedules or limited time to arrange transportation.
- **Cost-Efficiency:** By using Truck Lagbe, users can compare quotes from different truck owners and operators, ensuring they get competitive prices for their transportation needs. This can be particularly important for individuals or families on tight budgets.
- **Transparent Pricing:** Truck Lagbe promotes transparency in pricing, which helps users avoid unexpected costs or hidden fees. The platform provides clear and upfront information about the transportation service's cost, making it easier to budget for moving expenses.
- **Variety of Vehicle Options:** Truck Lagbe offers a wide range of vehicle options, including trucks of different sizes and capacities. This flexibility allows users to select the most suitable vehicle for their specific needs, whether they are moving a few belongings or an entire household.
- **Reliability:** The platform connects users with licensed and verified truck owners and operators. This ensures a certain level of reliability and professionalism in the transportation service, reducing the risk of delays or mishandling of belongings during the move.
- **Scheduling Flexibility:** Users can schedule their moves at their convenience, allowing them to choose the date and time that best fits their relocation plans. This flexibility is particularly beneficial for students, expatriates, and job seekers who may have varying schedules.
- **Safety and Security:** Truck Lagbe prioritizes the safety and security of both users and their belongings. Users can track their shipments in real-time, and the platform offers insurance coverage for added peace of mind.
- **Efficiency:** The platform helps optimize the logistics process by matching users with available trucks nearby. This can lead to quicker and more efficient relocations, reducing downtime and hassle associated with moving.
- **Professional Assistance:** Users can access professional assistance and guidance throughout the moving process, ensuring that their belongings are handled with care and transported safely.
- **Reviews and Ratings:** Truck Lagbe includes user reviews and ratings for truck owners and operators, allowing potential users to make informed decisions based on the experiences of others.

Image 7.4: The research which I have generated

Challenges Faced:

1. I had to struggle to find the research materials.
2. It was tough to develop a campaign plan by myself.
3. I was confused about the campaign name and hashtags.
4. It was not an easy thing to find potential customers.

My mistakes:

1. In the engagement part, I have suggested an inappropriate medium. Like, the first hashtag (#Truck_lagbe_use_korun) was wrong. The right one is #TruckLagbeMove.
2. Found some issues in the targeted audience part. Like: Immigrants were the wrong target audience.
3. There were some mistakes in the promotion part. I didn't add any advertisements for promotion.

My learnings:

1. I have learned to write a campaign idea and plan. Like: what is the element of an appropriate Public Relation (PR) campaign?
2. I have understood how to highlight the main idea in a campaign plan. Like: Not everything is the main idea.
3. Enhanced my research skill on corporate projects. Like: Research on PR campaigns.
4. This project developed my critical thinking skills.
5. I have got some new ideas about the Public Relation Campaign. Like: New idea about the ways of promotion and branding.

These are the things I learned from this project.

Project 8:

Project Name: Digital Shopping Mall and Brand Fair

Start Date: 07 November, 2023

End Date: Ongoing

Project Description: Level 7 Limited wants to organize two events. The first one is Digital Shopping Mall and the second is Brand Fair. The motive of Digital Shopping Mall is to create a four day mall for online business owners. Basically, online shops will sell their products to the customers in a hand to hand process. Through this activity online shop owners will be able to gain credibility and a lot of benefit. The motive of Brand Fair is to organize a fair of all existing brands in Bangladesh. There will be several brands like, electronic, cloth, lifestyle, gadget etc. Sumon Ahmed, COO, Level 7 Solutions Limited assigned me several works of this project.

My Tasks and Responsibilities:

1. I have been assigned to make a Power point proposal.
2. Make a venue list of Dhaka city.
3. Collect the name, contact number and other information of Bangladeshi online shop and make a list
4. Make a brand list of existing brands in Bangladesh.
5. Visit all of the venues in Dhanmondi.
6. Visit Maidas Center and Samira, Dhanmondi and take photo of these venues.
7. Contact with the venue's representative and collect information.
8. Finally I have sent all of the lists and pictures of the venues to my supervisor.

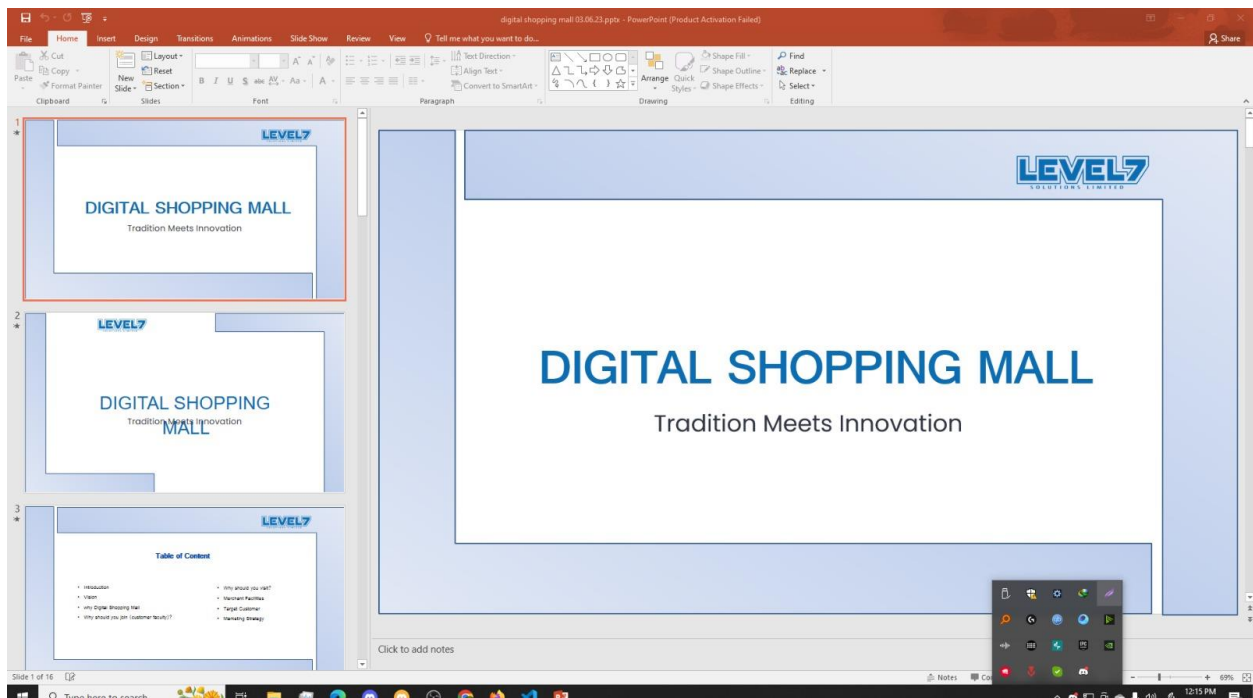


Image 8.1: Power Point proposal which I have done

SL	Name	Phone	Email	Category	Like	Follower	Location	Page Link
1	closet cloud	09611-656260		Dress		574059	Dhaka	
2	Rozemeen			Dress		3.7k		
3	vintage Collection	1680236681		Dress		23k		
4	Herlist			Dress		5k	Dhaka	
5	হাজেরা	01713-379604	busy	Dress		128k	Dhaka	
6	western dress gallery	01632-568832	DETAILS	Dress		231k		
7	Stylizma Clothing & Co.			Dress		51K	Dhaka	
8	A. S corporation			Dress		26k	Dhaka	
9	S A Corporation	09678-668899		Dress		915k	Dhaka	
10	Nurjahan's			Dress		123k	Dhaka	
11	Dopelook			Dress		57K	CTG	
12	Anzara	01886-580926		Dress		729K	Dhaka	
13	Sanveesbytony	01894-960710	DETAILS	Dress		1.2M	Dhaka	
14	Check In/clothing			Dress		39K	Dhaka	
15	নাইয়েজী Nayoree-Jamdani	01711-376561	Details	Dress		170K	Dhaka	
16	Dress up	09678-180480	busy	Dress		870k	Dhaka	
17	Hur	01736-847575	Details	Dress		135k	Dhaka	
18	Thailand Haul	01754-304466	Not interested	Dress		148k		
19	Blue Bell Attire	01617-878360	Details	Dress		305k	Dhaka	
20	Lifestyle Shop.com	01735-692430		Dress		478k	Dhaka	
21	Dress Fashion Zone(	01720-672222		Dress		212k	Dhaka	
22	Sakib's Collection-Original Pakistan			Dress		214k	Dhaka	
23	Style Mart Brand	01711-005394		Dress		1M	Dhaka	
24	Dress Haul			Dress		67k	Dhaka	
25	Blue Chic by Shahrin Raha	01751-999404		Dress		38k	Dhaka	
26	Olima	01616-003400		Dress		289k	Dhaka	
27	Beauty Buzz	01317-265869		Dress		496k	Dhaka	
28	Stree	01601-494842		Dress		357k	Dhaka	
29	Tasawwuz	01609-880915		Ornaments		159k		
30	Mairat	01877-722370		Ornaments		4.4k		
31	Little & Misses	01784-475264	details	Ornaments		123k	Dhaka	
32	Gilmourbyanamikanoor	01300-030802		Ornaments		8.3k	Dhaka	
33	A. S corporation			Ornaments		26k	Dhaka	
34	S A Corporation	09678-668899		Ornaments		915K	Dhaka	
35	Thailand Haul	01754-304466		Ornaments		148k	Dhaka	
36	Tasawwuz	01609-880915		Cosmetics & Skincare		159k		

Image 8.2: List and contact number of online shop which I have made

SI	Venue Name	Phone	Address	SQF
1	Marriott Convention Center Dhanmondi	1617040931	house no 3 road 03 Happy Archade 5th floor Dhanmondi DHAKA	
2	Hotel Embassy & Convention	880 1714-406056	Zigatala Road 20/1 Haq Market (Floor 4) Dhanmondi, Dhaka 1209	
3	Bangabandhu International Conference Center	2-51000360	Agargaon, Sher-E-Bangla Nagar, Dhaka City, Dhaka 1207	
4	Siraj Convention Center	880 1712-616367	Plot No-39, Block-C, Aftab Nagar Main Rd, Badda, Dhaka 1212	
5	Friend's Convention Center	880 1680-75076	Friends Convention Center, 257/1, Shantipur, South Goran, Khilgon, Dhaka-1219	
6	Abacus Convention Center	8801911955850	71-72 Red Crescent - Borak Tower, eskaton garden. Ground and first floor	
7	SWID Convention Center	8801716778322	4/A Eskaton Garden Road, Dhaka	3800
8	Fakrudin convention centre	1787501081	Dhaka Bangladesh	5000
9	PSC Convention Hall	28058370	Section 14, Mirpur, Bangladesh	
10	RAOWA Club	9860763	VIP Road, Mohakhali, Dhaka-1206	
11	Paprika Restaurant & Convention Center	01977-277452	House#55, Road#4A Dhanmondi, Opposite of American Burger, before ULAB, Dhaka City	
12	SWID Convention Center	1716778322	4/A Eskaton Garden Road, Dhaka, Dhaka Division	
13	Intraco Convention Hall	880 1975-006130	40, Progoti Sharani, Block-J, Road-09, Baridhara, 1212 Dhaka, Dhaka Division, Gulshan,	
14	Sayedana Community Centre	01842-191493	House # 36 , Road # 9/A , Dhanmondi, Dhaka, Bangladesh	
15	Crowne Plaza Dhaka Gulshan	880 9-609444555	6/A North Avenue Commercial Area,Dhaka	3714 sqf
16	La Vinci Hotel	2-911-9352	54, Kawran Bazar Dhaka, Bangladesh 1215	4000 sqf
17	Renaissance Dhaka Gulshan Hotel	96-3820-0100	78 Gulshan Avenue Dhaka Bangladesh	6358 sqf
18	Lakeshore Hotel & Apartments	0 2-2-2228-1787	Road # 41, House # 46, Gulshan 2 Dhaka Bangladesh	7049 sqf
19	Sarina Dhaka	880 2-2222-75111	Gulshan, Plot 27 Rd 17	9000 sqf
20	The Westin	880 2-2-2228-1988	Main Gulshan Ave, Plot 01, Road 45, Gulshan-2	9,760 sqf
21	Sheraton Dhaka	0 2-5566-8111	44 Kemal Ataturk Ave, Gulshan, Banani	16,590 sqf
22	Le Meridien	0 963-890-0089	79/A Commercial Area, Airport Road Nikunja 2, Khilkhet	48,021 sqf
23	Dhaka Regency Hotel & Resort	880 2-890-0250	Airport Road, Nikunja 2 Dhaka	12,963 sqf
24	MOGHBAZAR CONVENTION CENTER LTD	8801317080901	227 New 331 Old Outer Circular Road Bara Moghbazar, PO: Shantinagar	
25	Six Seasons Hotel - Dhaka,	880 9604-666666	Road 96, House 19, Gulshan-2 Dhaka	3,625 sqf
26	Asia Hotel & Resorts - Dhaka	880 2-2-2338-0580	34, 1 Tophkhana Road Dhaka, Bangladesh 1000	3500 sqf
27	Radisson Blu Water Garden Hotel Dhaka	880 2-983-4555	Airport Rd, Dhaka Cantonment Dhaka, Bangladesh 1206	9000 sqf 8500 sqf 10,000 sqf
28	Hotel Dhaka Garden Inn	880 2-986-0808	House #03 Road # 24 Block-K	1,500 sq
29				
30				
31				

Image 8.3: Some of the venue information of Dhaka city which I have made

SL	Clothes	Electronics	Footwear	Gadgets	Leather Wear	Food, Beverage and Drink Items	Cosmetics and Beauty	Watches and Jewelleries
1	Aarong	I.G Butterfly	Bata	OnePlus	Raven	Transcom Beverages	Unilever bangladesh	Rado
2	Cats Eye	Walton	Apex	Xiaomi	Accenture	Square Food and Beverages LTD.	Marico	Tissot
3	Richman	Sony Rangs	Bay Emporium	Vivo	Green Way	Acme Food and Beverages	Kumarika	Citizen
4	Yellow	Samsung	Jennys Shoes LTD.	Oppe	Tanneria ANZ	Coca-Cola Far East LTD. (BD Branch)	Cute	Seiko
5	Ecstasy	Singer	Step Footwear	Huawei	Ontro International	Perfect Beverages	Keya	Fastrack
6	Freeland	Jamuna Electronics	Lotto BD	Tecno	Innocraft	Global Beverages	ACI	Fossil
7	Dorjibari	Vision	Walker Footwear	Itel	World Leather	Akij Food and Beverages	Aarong Dairy	Titan
8	Le Reve	Marcel	Fortune Shoes LTD.	Infinix	IngoTex	PRAN Foods LTD.	VLCC Bangladesh	Amin Jewellers
9	Kay Kraft	Miyako	Akij Footwear LTD.	Asus	Hamza Leather	ACI Foods LTD.	La Lavender	Diamond World
10	Anjani's	MyOne	ABC Footwear	Lenovo	Ketokee	Abdul Monem LTD.	Shajjoji	Al Amin Jewellers
11	Bishworang	Panasonic		HTC	Abzeni	Bengal Group of Industries	Lily Cosmetics	Apan Jewellers
12	Easy Fashion	Gree		Lava	Brand Wears Tailor	IFAD		Venus
13	Sailor	Rangs Electronics		Gadget and Gear	Fam Fashion	Fu-Wang		Malabar
14	Mensworld	Minister		Star Tect	VIVO Leather	Ispahani Foods LTD.		Gitanjali
15	Twelve	Transcom Digital		Gadget BD	Waldowve	Bombay Sweets & Company LTD.		PLC Jewellers
16	Artisan	Vigo		Gadget Time BD	Global Commodity	BFC		
17	Bibiana			Brothers Electronics	Dress Studio	Cillox		
18	Zara			Gadget Shop BD	AH Enter Touch	Pizzaburg		
19	Deshal			Apple Gadgets		Herfy		
20	Country Boy					CP Five star		
21	Illyeen					Mithai		
22	Khubhaus					Crimson cup		
23	Westecs					North End		
24	Infinity					Gloria Jean's		
25	Raw Nation					Tabaq		
26						Beans and Aroma		
27						Kiva Han		
28						Second Cup		
29						Just Juice Bangladesh		
30						The Monarchy Coffee		
31						Eden		

Image 8.4: Brand list which I have made

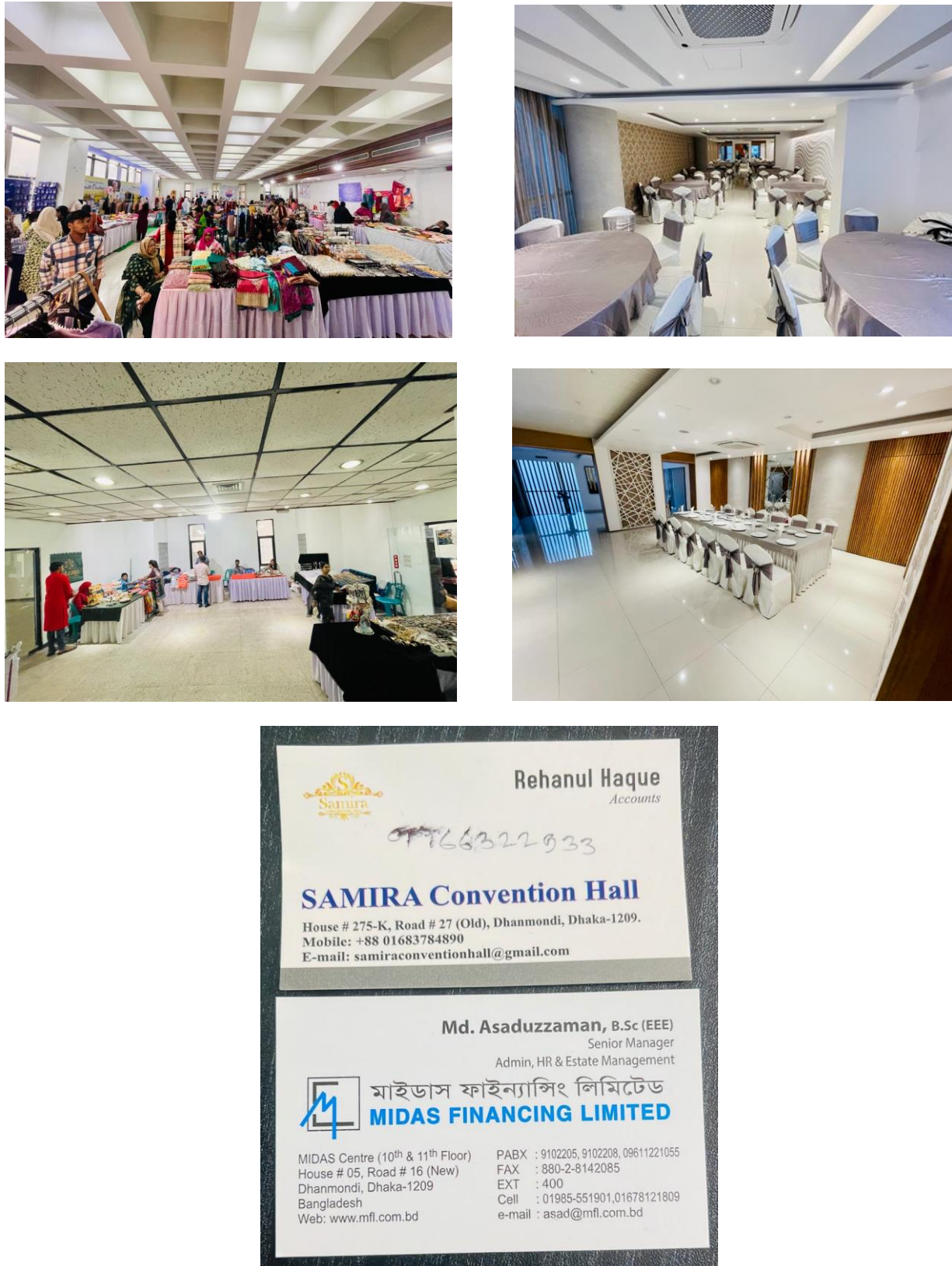


Image (collage) 8.5: Photo capture, contact number collect and venue visit which I have done

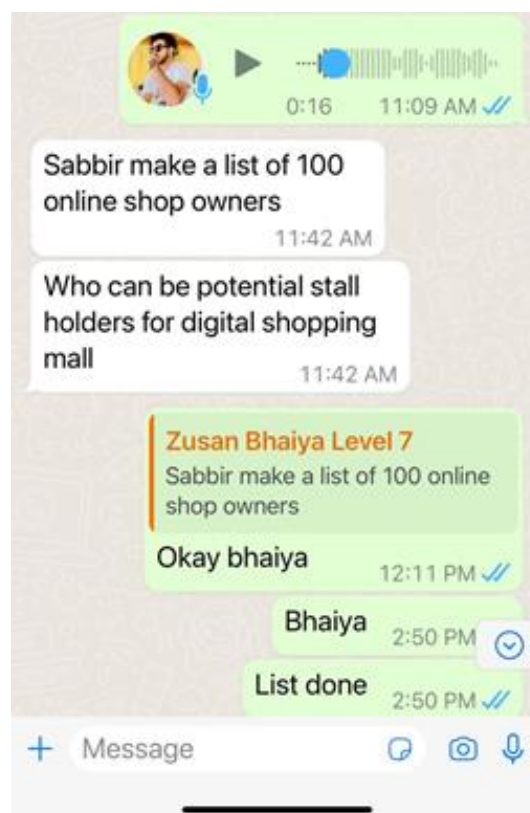
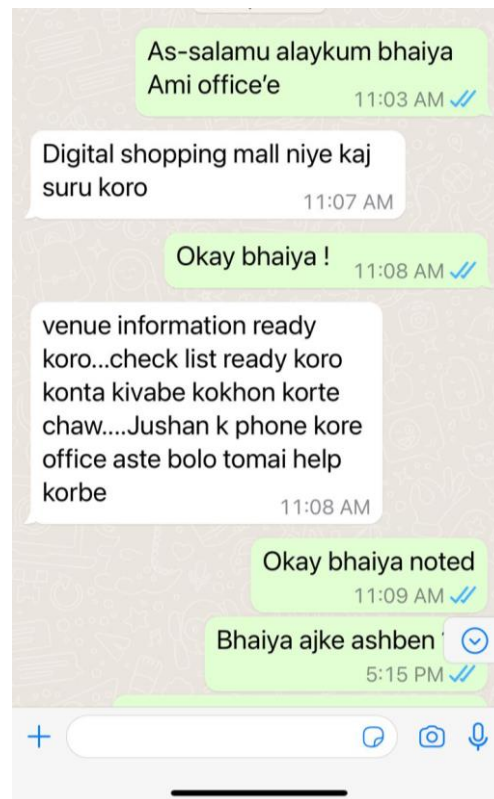


Image 8.6: Whatsapp conversations with my Supervisor about this project

Challenges Faced:

1. During the venue visit I faced transportation issues.
2. I faced a challenge with collecting the venue information of Dhaka city.
3. I faced a challenge with the color combination of the proposal.
4. I was quite confused about how to use the EXCEL in a more appropriate way.
5. Drafted several times to create the best proposal.

My mistakes:

1. The excel design was not appropriate. Then my supervisor helped me with this.
2. Found some inappropriate information in power the point proposal. Like, the main intention of Digital Shopping Mall was not clear.

My learnings:

1. Learned about the color combination of a power point proposal. Like: Color is depends on what kind of proposal I am making.
2. Learned how to provide appropriate information through a power point proposal. Like: highlight the benefits of the target.
3. It enhanced my knowledge about Bangladeshi online shops and several brands.
4. It enhanced my understanding about the stakeholders of a particular project.
5. The notable learning is, now I know that, how to work properly on EXCEL?

These are the things I learned from this project.

INTERNSHIP OUTCOMES

My internship at Level 7 Solutions Limited, focusing on the Communication and Event section, provided me with invaluable insights into the intricate world of public relations and communication. Having worked closely with Level 7 Solutions Limited, a prominent agency, I delved into the nuances of professional culture and the dynamic ways in which public relations operates.

The diverse projects I undertook during my internship exposed me to random yet enlightening experiences, each contributing to my understanding of effective business strategies. This hands-on involvement allowed me to play a role in determining strategies that propel businesses in the right direction. A significant part of my responsibilities involved handling media interactions and liaising with vendors for event coordination, offering me a comprehensive view of the services crucial in catering to clients.

Teamwork emerged as a cornerstone during my internship, emphasizing the necessity of mutual support to propel an organization forward. While I actively participated in collaborative efforts, I also had the opportunity to work independently. This individual work not only allowed me to navigate challenging problems autonomously but also served as a platform for self-validation.

Each project undertaken at Level 7 Solutions Limited held significance, imparting valuable lessons that I believe will be instrumental in shaping my future career. The challenges encountered in every project became avenues for growth, with each mistake serving as a catalyst for acquiring new knowledge and refining my skills.

Reflecting on my internship experience, I am convinced that every student should undergo an internship. The professional environment differs markedly from the academic setting, offering a plethora of lessons that cannot be gleaned within educational institutions. The hands-on exposure to real-world scenarios, the navigation of challenges, and the ability to learn from mistakes have collectively contributed to a holistic and enriching internship experience. I am confident that the outcomes of this internship will serve as a solid foundation for my future endeavors in the field of communication and event management.

WORKPLACE LOG

Agenda :

Date :/...../.....

Time :

Date: 2 September
2023PI COP

⇒ Screen-room } host - bag/phone }

⇒ Band (night)

↳ (water) → hospitality

⇒ Mike connection check

↓

~~(Host)~~

~~~~~

Panel



↳ (Partner)

⇒ Commentary room update

Commentator →

[4 # 2]

|       |
|-------|
| 1 + 1 |
| 1 + 1 |
| 1 + 1 |
| 1 + 1 |

3 male

1 female

UCB



Agenda : .....

Date : ...../...../.....

Time : .....

Date! 19 SEP 2023

Poster → Senior Executive

[B:D]

↓  
Job des.

\* Full Time

\* 2/3 years experience

\* Bachelor's Degree (Any field)

\* [Excel] → very very important

\* Operations @ Level 2 @ gmail.com

Mail (cv)

App. Deadline → 26.09.23

UCB

Agenda : .....

Date : ...../...../.....

Time : .....

Mail → proposal

E-Sports Workshop

⇒ fast west university

⇒ united international university

= AIUB

⇒ NSU

⇒ UIAB

⇒ Independent university

⇒ Daffodil International University

⇒ BUAT

= BUAC university

⇒ SPENR

⇒ Rajul - U2 - Tamam

⇒ R R Sohan

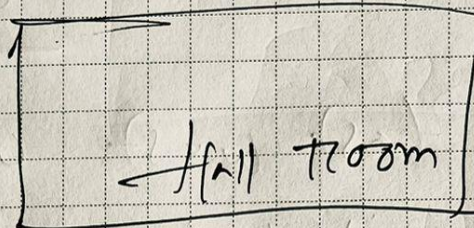


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Time : .....

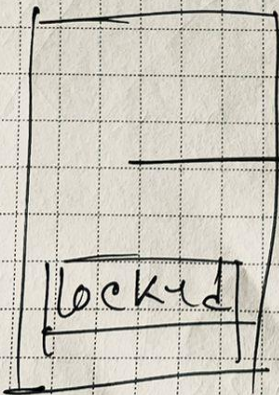
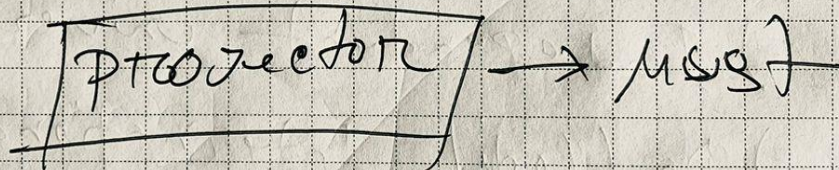
⇒ support



gaming zone



250 attendees



screen room

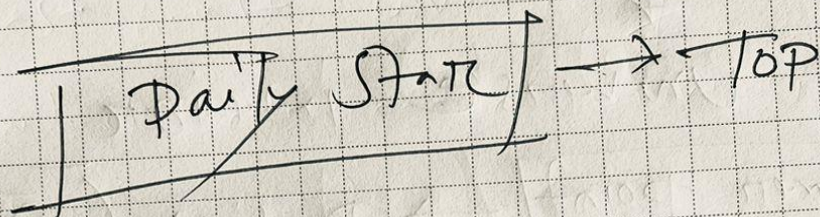
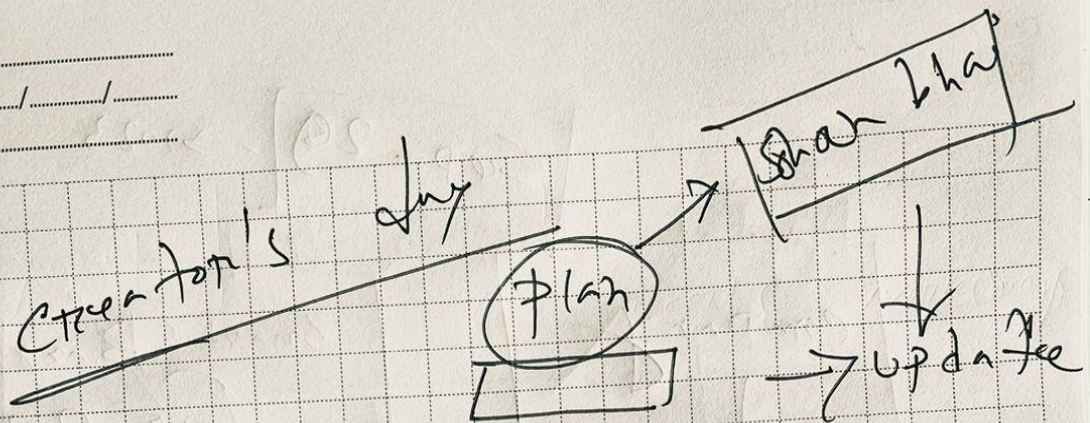
→ 2 booth (8x8)

UCB

Agenda : .....

Date : ...../...../.....

Time : .....



⇒ Aloki (convention center)

⇒ private party

⇒ Sponsor → Mail

powered by

presented by

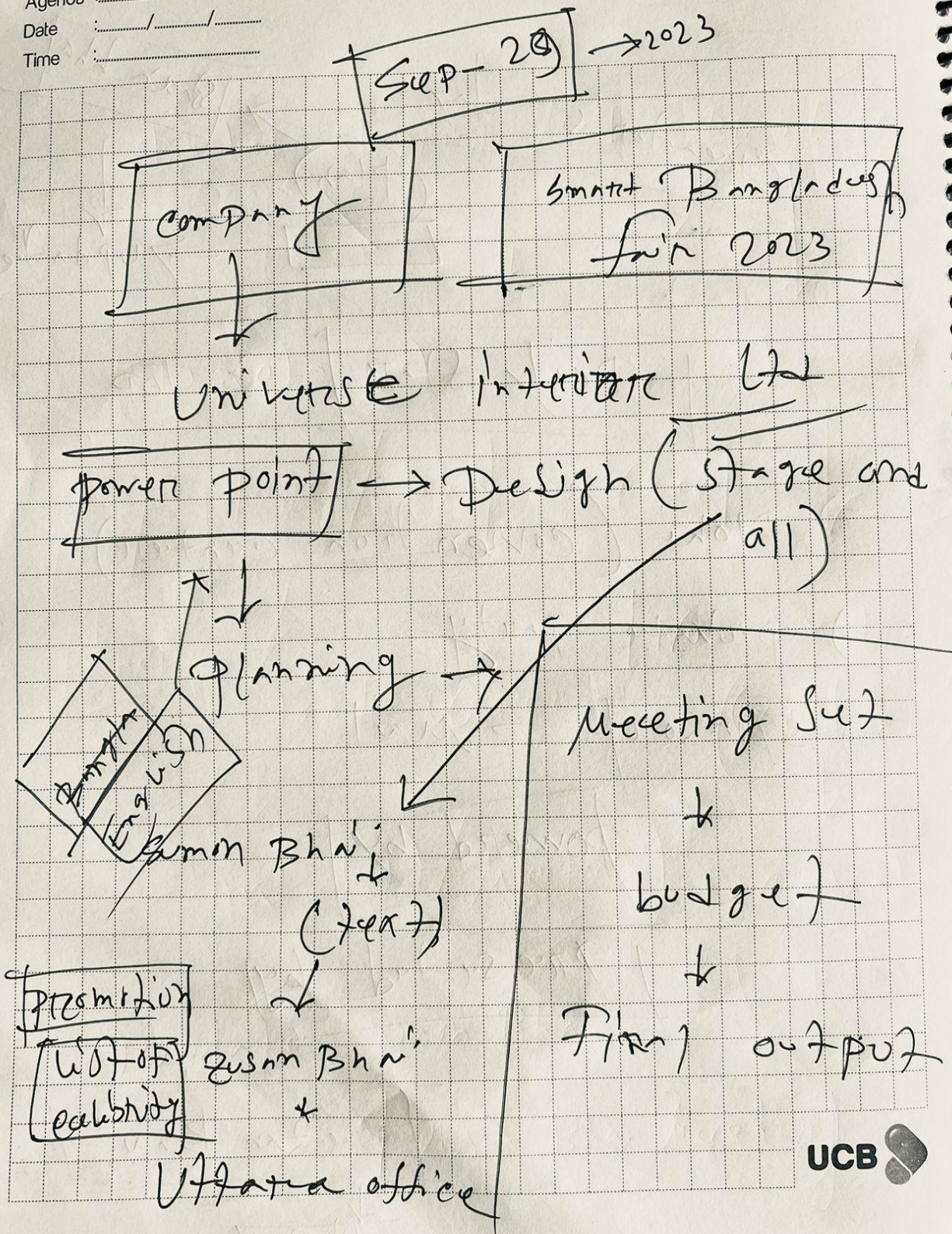
Suzan Bhai  
UCB

phone

Agenda : .....

Date : ...../...../.....

Time : .....



Agenda : .....

Date : ...../...../.....

Time : .....

Truck Label

⇒ city Corporation Branding (rent)  
office car

Gulshan 2 (circle) own car  
information

→ papers list

= money → rent - fee

⇒ contract number Manage

⇒ Communication with them



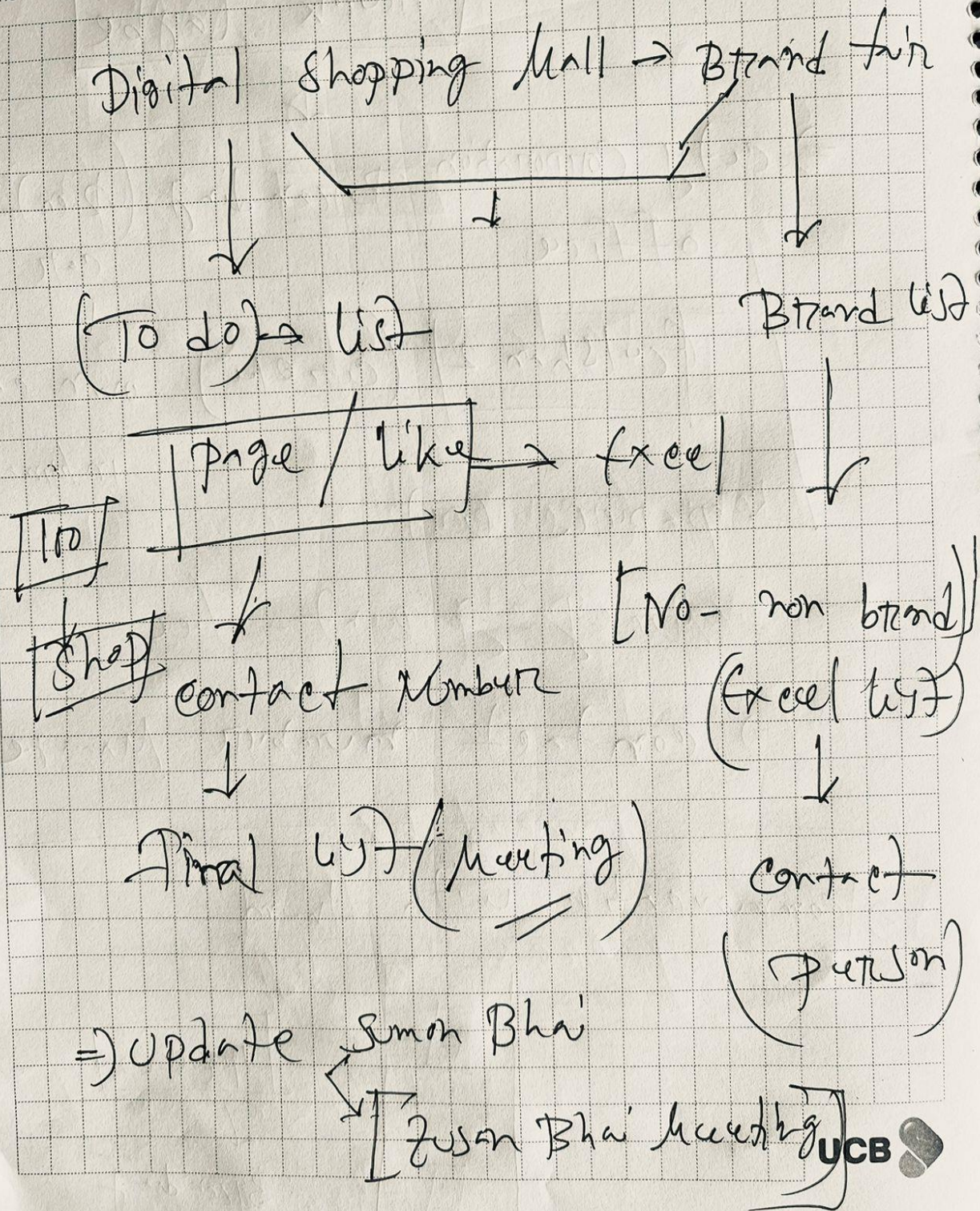
Truck Label

↓  
Branding

UCB



Agenda : \_\_\_\_\_  
 Date : \_\_\_\_/\_\_\_\_/\_\_\_\_  
 Time : \_\_\_\_\_



Agenda : .....

Date : ...../...../.....

Time : .....

WJF

- ⇒ phone number
- ⇒ product
- ⇒ communication
- ⇒ interest

Contact Details of  
Bangladesh Tourism  
Fair

⇒ Picture (Long)

↓  
For design

Power point

⇒ 01685364485

Rahat → Amand fashion

Mohammadpur

Dhaka

⇒ 0176720359

owner etc

Hand craft

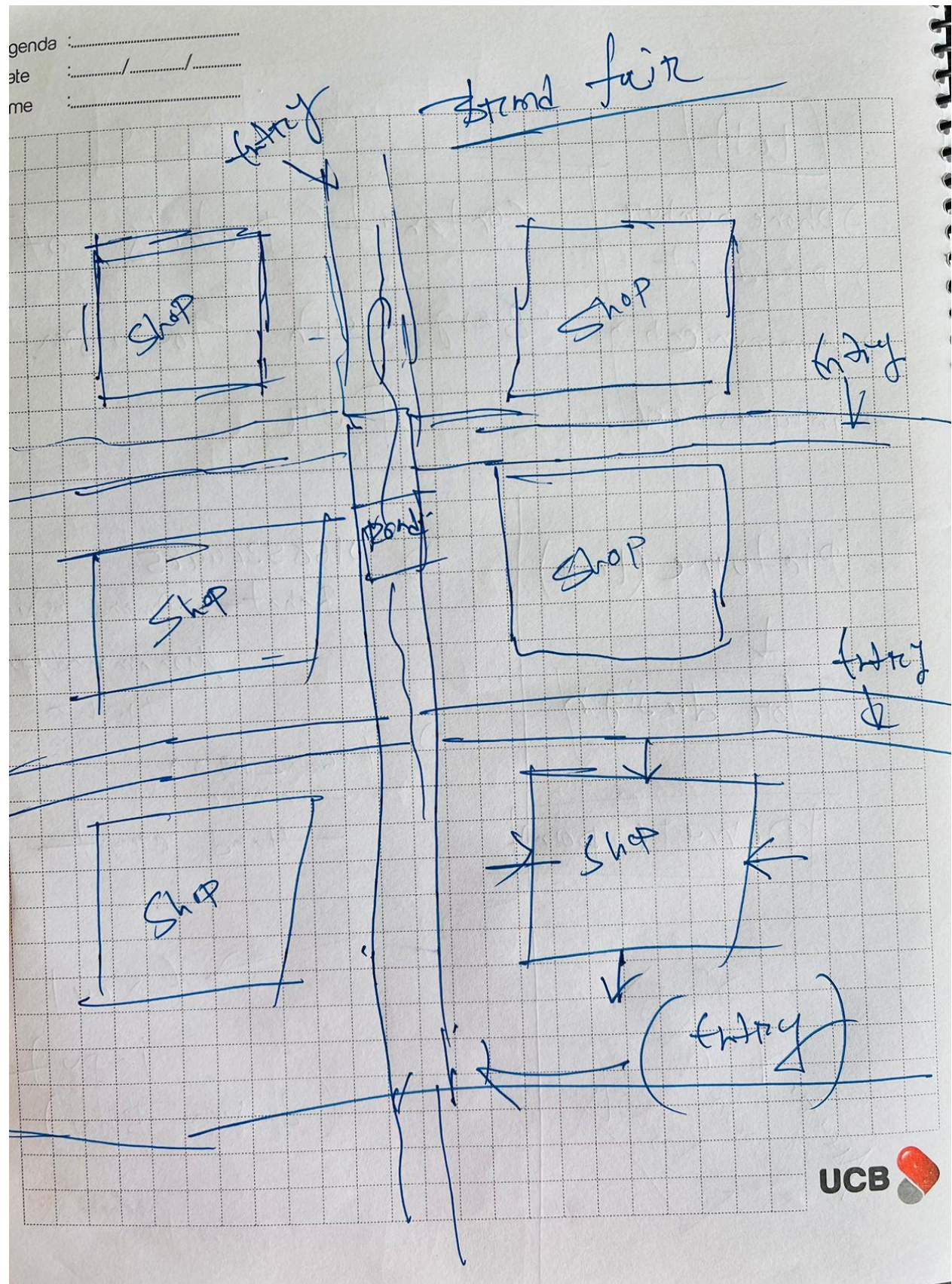
→ (Excel)

Input

(Zusam Bhai)

Meeting with  
Bamon Bhai  
Today

gender : .....  
date : ..... / ..... / .....  
me : .....



### ongoing project

- ① Digital Shopping Mall
- ② Lake activation
- ③ Pitta-Puli
- ④ Players Club

### Schedule

| Sr | Project | Detail                                                                                                               | Start time | End time |
|----|---------|----------------------------------------------------------------------------------------------------------------------|------------|----------|
| 1  | name    | plan n all<br>plan n all<br>Budget<br>venue contract<br>D.M. / R.C.H.<br>online / owner<br>communication<br>timeline | ---        | ---      |

Handwritten notes at the bottom of the page, including a signature and some illegible scribbles.



MSJ043

**SELF-ASSESSMENT FORM**

The purpose of this survey is to obtain students input on how they think they have performed.

Name of Intern: Sabbir Hosain

University ID: 201012005

|                                                                   |                                                                          |
|-------------------------------------------------------------------|--------------------------------------------------------------------------|
| Name of the Institute/Organization:                               | Level 7 Solutions Limited                                                |
| Corporate Office Address:                                         | 229/1, Road-10(old-19), Dhanmondi, Dhaka 1209, Bangladesh                |
| Email: <a href="mailto:info@level7ltd.com">info@level7ltd.com</a> | Web: <a href="https://www.level7ltd.com/">https://www.level7ltd.com/</a> |

1. During a typical week, approximately how many hours did you dedicate to your internship?

42+

2. Was your internship paid? If yes, how much?

Yes. 8000 BDT per month.

3. Was your site supervisor available to meet when needed? Tick any one of the following.

☐ Not at all   ☐ Slightly   ☐ Moderately   ☐ Quite a bit   ☒ **A great deal**

4. Next, we would like to know how you were affected by your internship. Using the scale below, please indicate the degree to which participation in your internship experience increased or strengthened your abilities, attitudes, awareness or understanding in each of the areas identified:

1=Not at all   2=Slightly   3=Moderately   4=Quite a bit   5=A great deal

| NO | CRITERIA (Personal)                                                        | RATING |
|----|----------------------------------------------------------------------------|--------|
| 1  | I have a sense of satisfaction in doing something worthwhile.              | 4      |
| 2  | I believe in my ability to make a difference.                              | 5      |
| 3  | I am open to new experiences.                                              | 4      |
| 4  | I have gained the capacity to be more productive.                          | 5      |
| 5  | I can recognize my personal strengths.                                     | 5      |
| 6  | I can recognize my personal weaknesses.                                    | 5      |
| 7  | I have a sense of personal achievement.                                    | 5      |
| 8  | I have the ability to persevere in difficult tasks                         | 5      |
| NO | CRITERIA (Social/Interpersonal Impact)                                     |        |
| 9  | I demonstrate concern for the welfare of others                            | 5      |
| 10 | I can be understanding and appreciative of people with diverse backgrounds | 5      |
| 11 | I have the ability to work cooperatively with others                       | 5      |

|    |                                                                           |             |
|----|---------------------------------------------------------------------------|-------------|
| 12 | I have the ability to communicate effectively                             | 5           |
| 13 | I have increased my ability to be a leader                                | 5           |
| 14 | I feel more connected to my community                                     | 5           |
| NO | CRITERIA (Academic learning impact)                                       |             |
| 15 | I have acquired knowledge from the job duties I performed                 | 5           |
| 16 | I have broadened my critical thinking skills (reasoning, problem solving) | 5           |
| 17 | I have learnt the ability to work independently                           | 5           |
| 18 | I feel my classroom learning was enriched                                 | 5           |
| 19 | I have the ability to connect academic subject matter to the real world.  | 5           |
| NO | CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)                                 |             |
| 20 | I developed specialized technical skills for a specific job function      | 5           |
| 21 | I broadened my future employment possibilities                            | 5           |
| 22 | I received an opportunity to explore a specific career                    | 5           |
| 23 | I developed realistic ideas about the work world                          | 5           |
| 24 | I narrowed my future possible career choices.                             | 4           |
| 25 | <b>What is your average score from this test?</b>                         | <b>4.87</b> |

#### 5. General Comments

This internship provided me with a valuable experience, and I can sense positive changes in myself. Not only did I gain insights into the field of Communication, but I also acquired lessons in time management, professionalism, corporate culture, punctuality, and the importance of teamwork. It significantly improved my leadership capabilities and communication and networking skills. From my perspective, the experience was fascinating, offering several opportunities for learning. I feel more confident in my abilities after successfully completing the internship.



Signature of Intern

## PROFESSIONAL COMPETENCIES

Attaining professional competence involves acquiring the essential skills required for effective performance in a professional role. It encompasses possessing the requisite professional knowledge, attitude, and skills to excel in an industry position. During my internship at Level 7 Solutions Limited, I garnered valuable insights and knowledge that undoubtedly contribute to my future endeavors.

### **Skills:**

1. Microsoft Office(Excel, Power-Point)
2. Content writing
3. Poster design
4. Internal communication
5. Research
6. Problem solving
7. Instant solution
8. Proposal design
9. Multitasking

### **Attitude:**

1. Time management/Punctuality
2. Behavior
3. Office culture
4. Team work

### **Knowledge:**

1. Work with public figure
2. Client & Media handling
3. Event Management
4. Report on time
5. Work under pressure
6. Develop necessary documents
7. Effective communication
8. Paper/ document submission to City Corporations Office
9. Agency work process
10. Content development idea

## SOME MOMENTS at LEVEL 7 SOLUTIONS LIMITED



**Image 1:** Mehazabien Chowdhury is playing a welcome match with the representative of Discovery One (D1 CUP BANGLADESH SEASON 2 GRAND FINALE)



**Image 2:** Introducing the captain (D1 CUP BANGLADESH SEASON 2 GRAND FINALE)



**Image 3:** Picture of me at the event (D1 CUP BANGLADESH SEASON 2 GRAND FINALE)



**Image 4:** Crowd (D1 CUP BANGLADESH SEASON 2 GRAND FINALE)

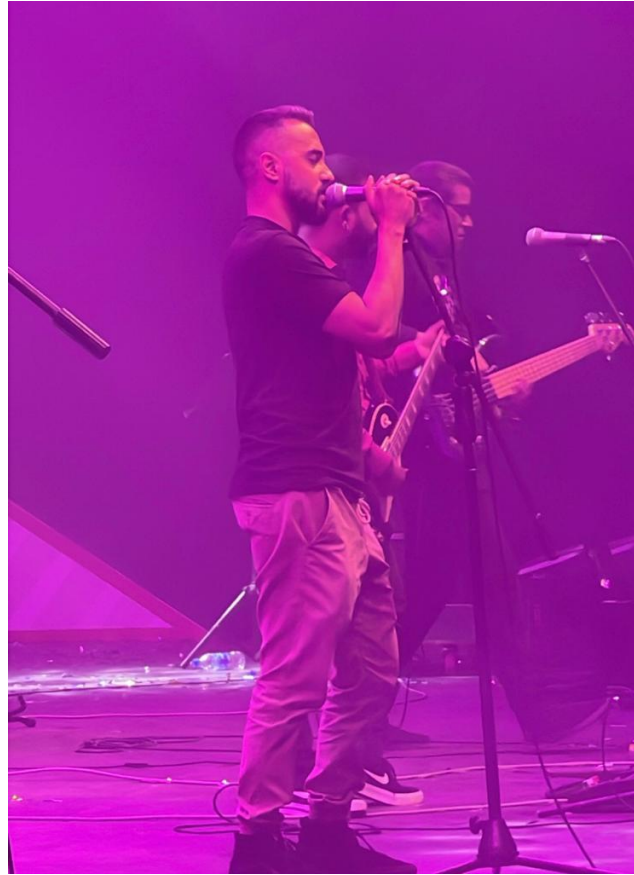


**Image 5:** Band performance (D1 CUP BANGLADESH SEASON 2 GRAND FINALE)



**Image 6:** View from broadcast panel (D1 CUP BANGLADESH SEASON 2 GRAND FINALE)



**Image 7:** A player with his father (D1 CUP BANGLADESH SEASON 2 GRAND FINALE)



**Image 8:** The trophy (D1 CUP BANGLADESH SEASON 2 GRAND FINALE)



**Image 9:** The panel (D1 CUP BANGLADESH SEASON 2 GRAND FINALE)



**Image 10:** Winner team (D1 CUP BANGLADESH SEASON 2 GRAND FINALE)



**Image 11:** Working on PC at office



**Image 12:** Meeting with my Supervisor and the client



**Image 13:** Working on Laptop at office



**Image 14:** Working on studio PC at office



**Image 15:** Just a normal day at office

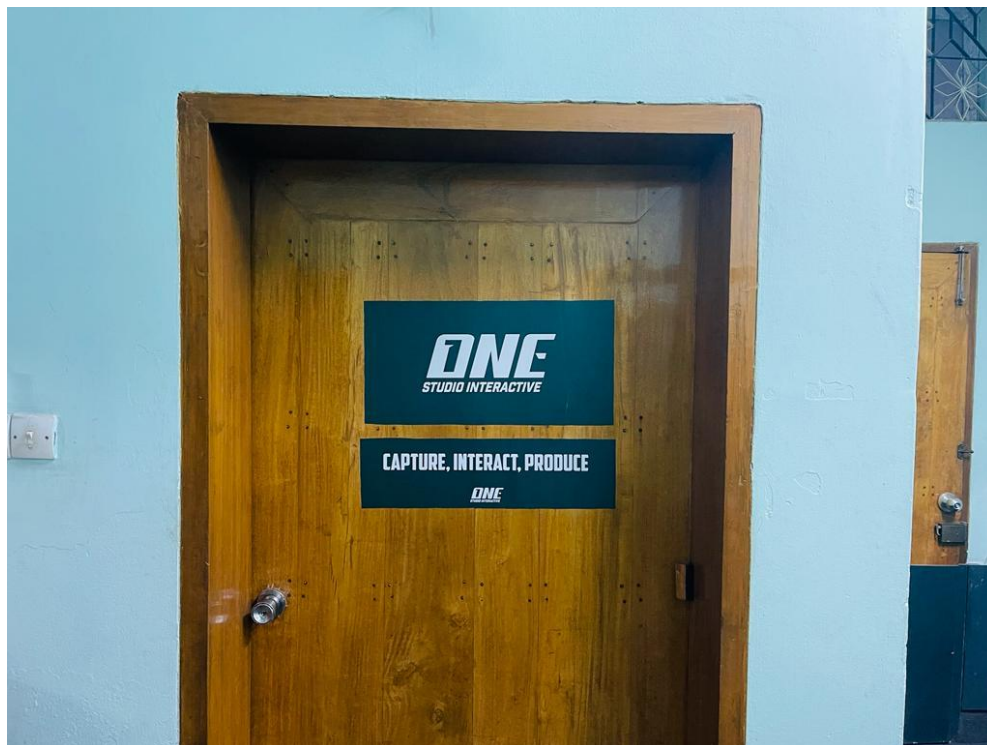


**Image 16:** Studio room of Level 7



**Image 17:** Waiting room of Level 7



**Image 18:** Picture in front of studio room



**Image 19:** I am visiting the Fair (Bangladesh Tourism Fair 2023)



**Image 20:** I am working at office on 'JOB ADVERTISETMENT content for Level 7 Solutions Limited' project



**Image 21:** My picture, Universe Interior Ltd. office



**Image 22:** Sharing ideas for the event about venue design



**Image 23 (collage):** My work activities at Universe Interior Ltd. (client) Office

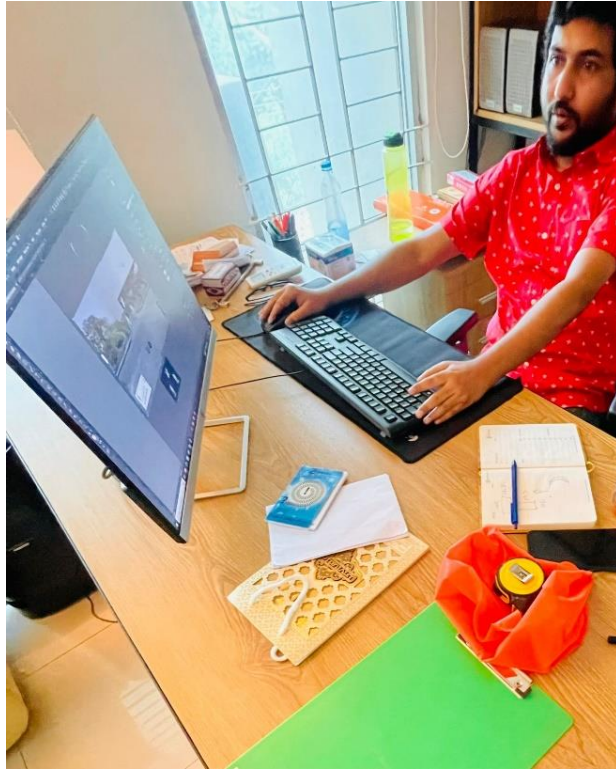


**Image 24:** Work activities at Universe Interior Ltd. (client) Office



**Image 25:** Universe Interior Ltd. (client) Office

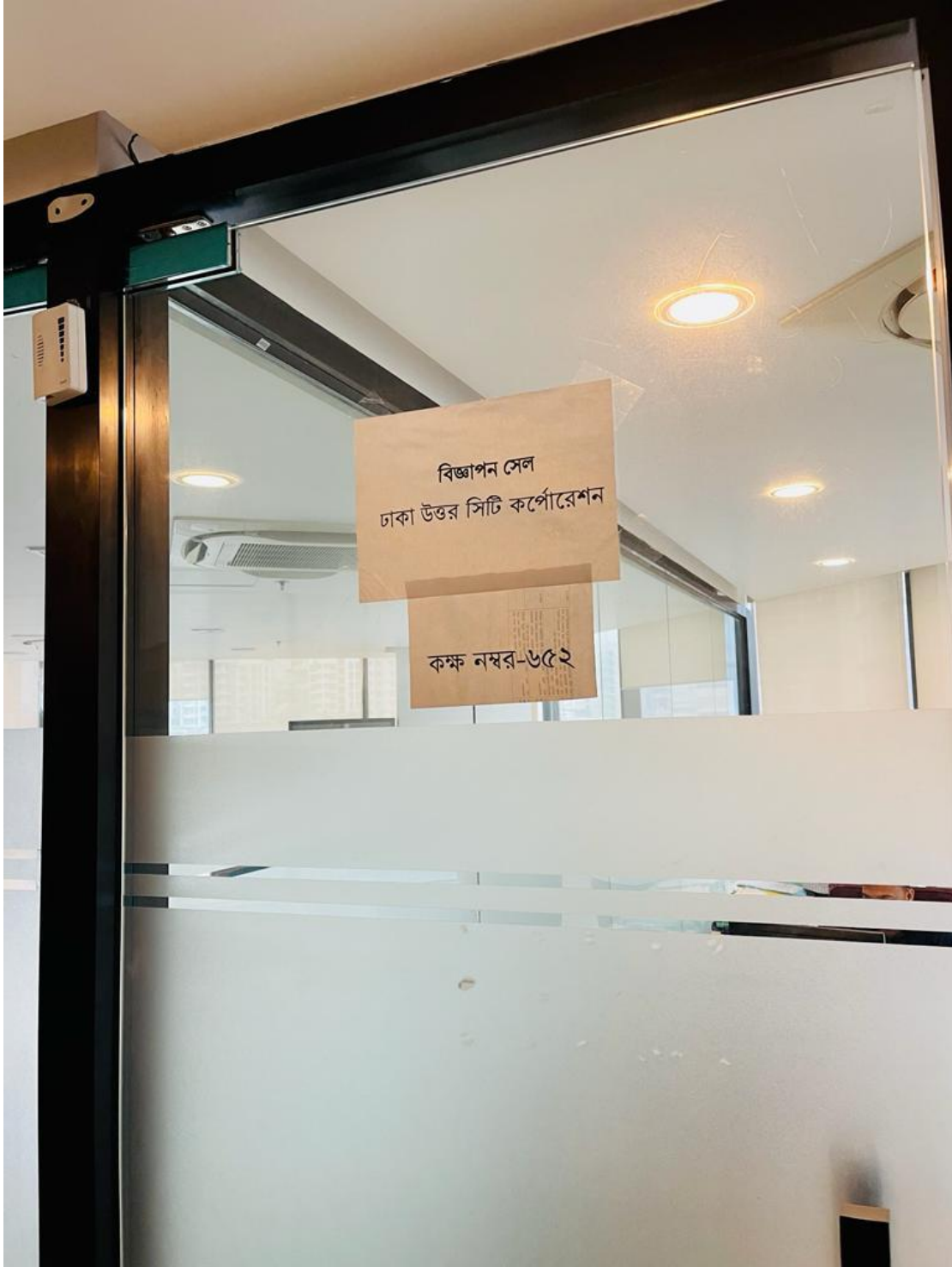


**Image 26:** Dhaka City Corporation Office, room number 653, Gulshan 2

## CONCLUDING REMARKS

My internship journey at Level 7 Solutions Limited, specifically within the Communication and Event section, has been a wonderful experience that marks the beginning of my professional endeavors. Level 7 Solutions Limited is a place of new experiences, a good environment of learning and growth.

The unwavering support and motivation provided by my colleagues were instrumental in making my work environment comfortable and conducive to productivity. Their guidance and belief in my capabilities empowered me to tackle challenges and accomplish tasks with confidence.

I express my heartfelt gratitude to everyone at Level 7 Solutions Limited for the remarkable experience and for imparting valuable lessons that have not only enhanced my knowledge and creativity but have also instilled in me a sense of confidence.

I am deeply appreciative of this chance and fully intend to leverage the wealth of experiences gained during my internship at Level 7 Solutions Limited in my future professional pursuits. The skills honed and insights garnered will serve as a strong foundation for my continued growth and success in the field of communication and event management.

**Thank you.**