

CHAPTER IV

CONCLUSION

The writer interned as an Account Executive Assistant at Voila! Indonesia Surabaya for three months from 11st January until 11st April 2016. Voila! Indonesia is brand activation agency which develop in the field of event management, event campaign development, product launch, road show events, and in-store activation. Some of leading brands had entrusted their events management business to Voila! Indonesia and become loyal clients. As an Account Executive Assistant, the writer earned a lot of experiences such as meeting several new people and understanding a variety of characters. She had to set up the clients priorities, deal and deliver the clients expectation to the internal employees team to avoid any miscommunication. The writer needed to build a good relationship among the internal team, existing and prospective clients, and also third-party. The aim of building a good relationship is that activities can run well and both of parties got the benefits. While working, the writer was required to be creative, skillful, active, and smart to see the opportunities. In conclusion, doing internship at Voila! Indonesia was a pleasure and enjoyable for her. It was a good experience to provide perspective on the real brand activation in Surabaya.

Learning from the internship period, the writer had some suggestions for Voila! Indonesia that includes, The agency needs to upgrade the coordination in each of departments, so there is no more any miscommunication in both internal and external company, and all the traffic is running well. Then, Voila! Indonesia also need to hire more employees for Account, Creative, and Project Departments for Voila! Indonesia Surabaya, because in Surabaya's office is currently only handled by two people as the writer knew, there are Account Manager and Account Support. Doing so, the writer believes, it will raise the performances of Voila! Indonesia Surabaya to get more clients and projects be more

well-delivered. The writer also has the suggestions for English Diploma program in Universitas Airlangga, especially for Bussines Correspondences and English for Office Management. Both subjects are required to improve and update the material that includes, doing the correspondences not only learn the theory but also practice it more, and how to compose the minutes and contact report after the meeting.

