Title of Practicum
Banff Mountain Film Festival Practicum

Practicum Description Summary
This practicum provides the experience of all aspects of organizing, promoting and hosting the Banff Mountain Film Festival at the Buskirk Chumley Theater. This well-known event will travel around the world and come to Bloomington for the 12th year. This practicum includes skills such as attaining sponsorships, managing student volunteers, developing promotional materials, marketing the event in Bloomington and finally, hosting the event on March 29th and 30th, 2015.

Sponsoring Office
IU Outdoor Adventures, located in Eigenmann Hall.

Department/Office web site address: outdoors.indiana.edu

If multiple students can be selected for this position, please indicate the number of practicum students the site is willing to host:

Spring 2015 Number available: 1 or 2

Please identify any requirements outside the 8 hours per week of the practicum experience the student would be expected to complete:

The two days of the event, Saturday, March 29th and Sunday, March 30th. There may be a promotional day which will be determined by the Intern in case of a pre-screening for all of our sponsors. Some weeks may require up to 10 hours, while others may require as few as 5.

Learning outcomes associated with the practicum experience in your office:

Advisor for the Banff Film Festival including organization, budget and marketing.
Responsible for day to day organization and schedule of tasks for the event.
Manage a group of student volunteers.
Work closely with the Assistant Coordinator of Operations at IUOA
Oversee the development of promotional materials, posters, brochure and DVD for the event.

Provide a brief summary of the activities, duties, responsibilities and/or special projects associated with this position:

Managing a group of volunteers, learning details of marketing and budgeting, coordinating with local sponsors, acquiring donations, working with the Banff Film Festival promoters and the marketing department at the IMU. Influencing the design of the program brochure, film selection and promotional DVD for Outdoor Adventures.
Site Supervisor for Practicum Experience
Name  Nicci Brown
E-mail  brownnc@indiana.edu