Guide cards on your Daily Responsibilities of the Summit Internship

Refer to the LATEST guidelines provided from your HR Staff before reading this guide!!! This guide simplifies on your daily tasks for the Internship.

Contact your Team Leader or HR Staff if you have any questions.

Before getting started, please make sure to update your Linkedin Profiles that reflect your Internship Roles listed below.

Your Team Leader or HR Staff will provided you the following information.

About

Events Specialist, Events Division
GAO Tek Inc. & GAO RFID Inc.
New York City, USA & Toronto, Canada
To participate in the 47 global summits: www.GAOTek.com/events, www.GAORFID.com/events:
To speak or advise, chair or join a panel: speakers@gaotek.com,
To sponsor & exhibit: exhibitors-sponsors@gaotek.com,
To attend: www.gaotek.com/events/event-registration
To apply for a Job: B2B sales, marketing or sales, or event manager: hr-sales@gaotek.com; intern: hr-interns@gaotek.com.

Table of Contents

IMPORTANT NOTE

In case if you don't know any answer to Speaker's inquiry, then ask the speaker to send their query to speakers@gaotek.com. Don't answer on your own by assuming.

NOTE FOR INTERNS

About the targets which are mandatory to complete their internship successfully. The target of 25-30 proposals during their work period, in case someone is unable to reach that then we will also consider their leads added on CRM which should be 400 or more. Without achieving either of the above, they won't be eligible for certificates.

Remember ask your Team Leader or HR Staff if you have questions.

Daily Tasks & CRM Excel Sheet

Every day, you will have a Daily Report Format and the CRM Excel sheet that you MUST SUBMIT to your team chat on a daily basis.

Daily report format
Date:
Working Location: **Your team leader will provide you the locations.**

No of Invitation Sent - **This must be 70+ per day. (Linkedin requests sent)**
No. of Invitation Accepted - **Linkedin Invitations accepted.**
No. of Follow up (Outlook emails and LinkedIn Messages) - **10-12 Per day, each connection has to be twice a week with a 2 day gap for each connection.**
No. of Interested Speakers - **10-15 per week (Depends on connections)**
No. of added CRM leads - **Same as Invitation Accepted - For each invitation accepted, you must add each speaker into CRM.**
No. Reply from inactive member - **If any old Connection reply.**
Profile Link of accepted candidates - **Linkedin links to connections accepted.**

Your Team Leader will also provide you a CRM Excel Sheet. Make sure for each connection that accepted your Linkedin request, fill up the connection's information.

SR. NO.	NAME	COMPANY NAME	POSITION	LOCATION	LINKEDIN LINK	E-mail	Phone	TOPIC TO PRESENT
1	Alistair Smith	TXM Projects	Head of Projects	Warrington	https://www.linkedin.com/in/alistairs1/	alistairsmith@hotmail.com	07388 685290	
2	Stephen Beesley	Boulting Ltd	Revit Technician, Digital Engineering	Warrington	https://www.linkedin.com/in/stephenkbeesley/	info@drawingofficeonline.com	7810203620	
3	Alex Anson	Alan Johnson Partnership	BIM Manager	Warrington	https://www.linkedin.com/in/alex-anson-20562933/	alexanson@ajpstructeng.com		
4	Paul McCarren	Aberla Group	CEO	Warrington	https://www.linkedin.com/in/paul-mccarren-122b8429/	paul.mccarren@aberla.co.uk	1925875822	
5	Robert Burgess	Azure Construction Ltd	Director	Warrington	https://www.linkedin.com/in/robert-burgess-81b10445/	robburgess1973@hotmail.co.uk		
6	Brian Cronin	Your Housing Group	Group Chief Executive	Warrington	https://www.linkedin.com/in/brian-cronin-1b0a713/	brian.cronin@yourhousinggroup.co.uk		
7	Ed Wootton	JELD Limited	Director	Warrington	https://www.linkedin.com/in/ed%2Dwootton%2D127a8949/	edward.wootton@sky.com		
8	Steve Nixon	SN Estimating Services	Pre-Construction Manager	Warrington	https://www.linkedin.com/in/steve%2Dnixon%2Dba05171a/	snestimating@gmail.com	07903 239856	

Make sure to name your Excel sheet: **Intern name_CRM List_Team name**

If there is no available information from the connection such as E-mail or Phone, leave it blank.

Searching for Candidates

It is preferable that each candidate has the following qualifications, but it is not required:

- Have more than 10 years of post college work experiences
- Have multi year work experiences in the topic concerned
- Have held senior managerial, technical or academic positions

Following points are NOT a must, but are good to have:

- Holding a Ph.D. degree
- Graduate from one of the top universities. See Appendix
- Work experiences at one of the Fortune 500 companies. See Appendix.
- Currently working at one of the Fortune 500 companies or any large company, this is highly desired.

On Linkedin, provide a variety of search terms to find connections. Here are keywords suggested for all teams:

author, speaker, keynote, consultant, consulting, founder, expert, CTO, CIO, VP, Vice President, CEO, owner, professor, phd.

Next, use the keywords from the latest guidelines based on the team you are in.

Construction Technology Team T-F

Outlook email account for this team: speakers-f@gaotek.com
Please ask your Team Lead/ Supervisor for the password

BIM Healthcare
BIM Hospital
BIM Medical
BIM Pharmaceutical
BIM
Building Information Modeling
Bim Construction
3D Modeling
Intelligent Building
Construction RFID
Building RFID (Please note some search results are "building or developing of RFID", not "RFID for physical buildings". All are ok to send to request to connect since all are within the scope of our summits).
Construction Nanotechnology
Construction Virtual Reality (VR)
Construction Augmented Reality (AR)

For example if you are in Construction Technology Team, combine keywords with another specific keyword such as:

author bim

bim healthcare author

Try to reverse the order of the keywords to get different search results.

Invitation Accepted

Once you received that a Linkedin invitation was accepted, you will have 3 different scenarios:

- If the connection responds that they are not interested, do not record them into CRM and move on to the next candidate.

- If they accept your request but had not given any response, record it to CRM and the Excel Sheet. You will then send a maximum of 4 follow up emails with a 2 day gap for each (2 each week). If the connection remains quiet after 4 emails, do not delete the connection but mark it as not interested in CRM.

- If they accepted your request and respond that they are interested, record it to CRM and Excel Sheet. You do not need to answer their questions or put follow-up messages.

Referred to the latest guidelines (At section 1.4.3 LinkedIn Message and/or First Email), you will provide messages based on guidelines to the connection that accepted your invitation to Linkedin Message & Outlook email.

MAKE SURE to fill in required information on the yellow highlighted portions such as your name and the candidate's name.

Your team leader will provide you with the team's Outlook email and password.

Utilize the FAQs they will help address any questions when connecting with individual: https://gaotek.com/events/faq/

Your Team leader will also provide a link with a list of potential topics your connections may choose to speak on. Once they are interested and knew the topic, make sure to create a proposal and contact your Team Leader.

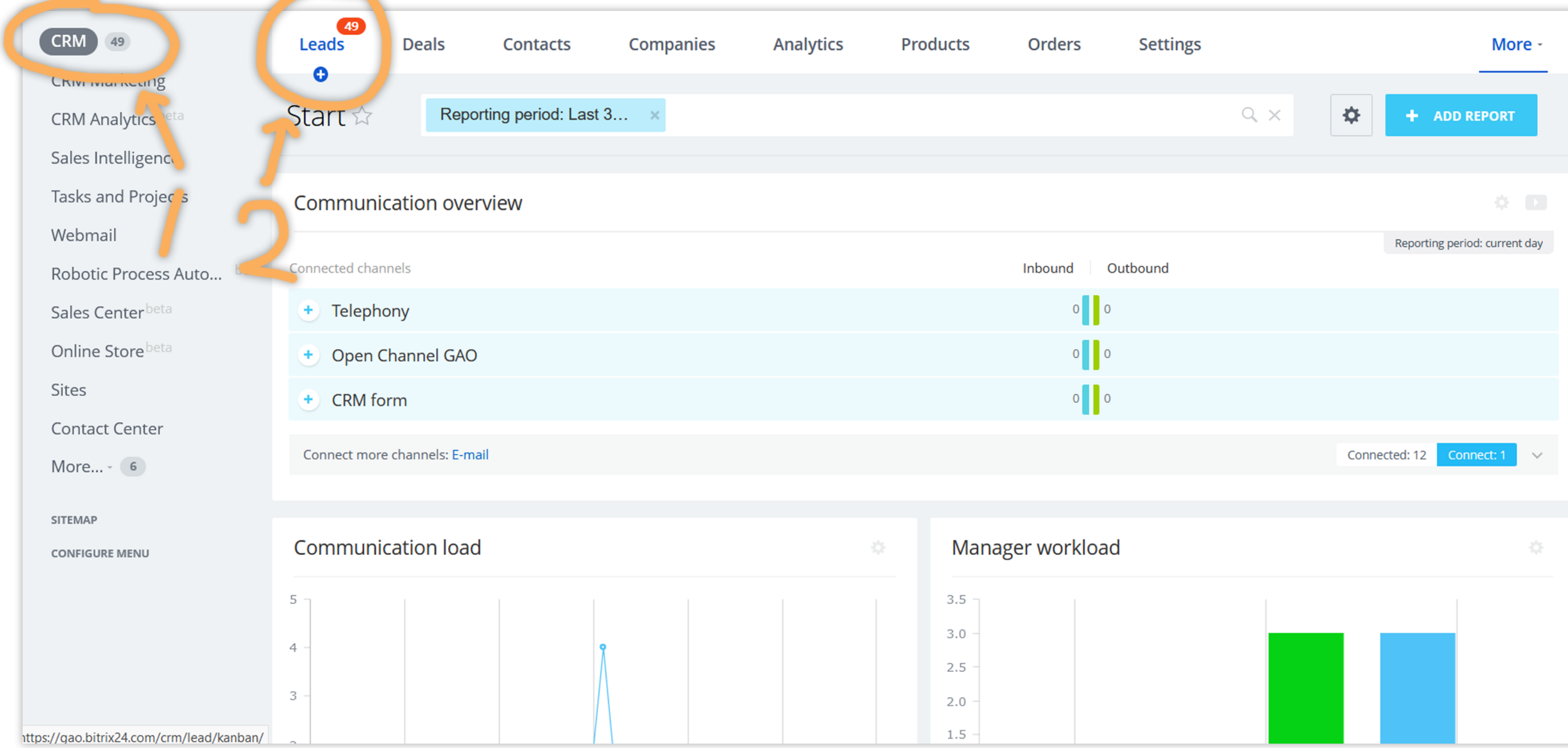
Proposal (Should have following points)
1) Name and Contact details (Phone no. \ Email ID \ LinkedIn link)
2) Current company name and Designation
3) Headshot (300 dpi resolutions)
4) Bio
5) Presentation Topic and description
6) Keywords
7) Target audience

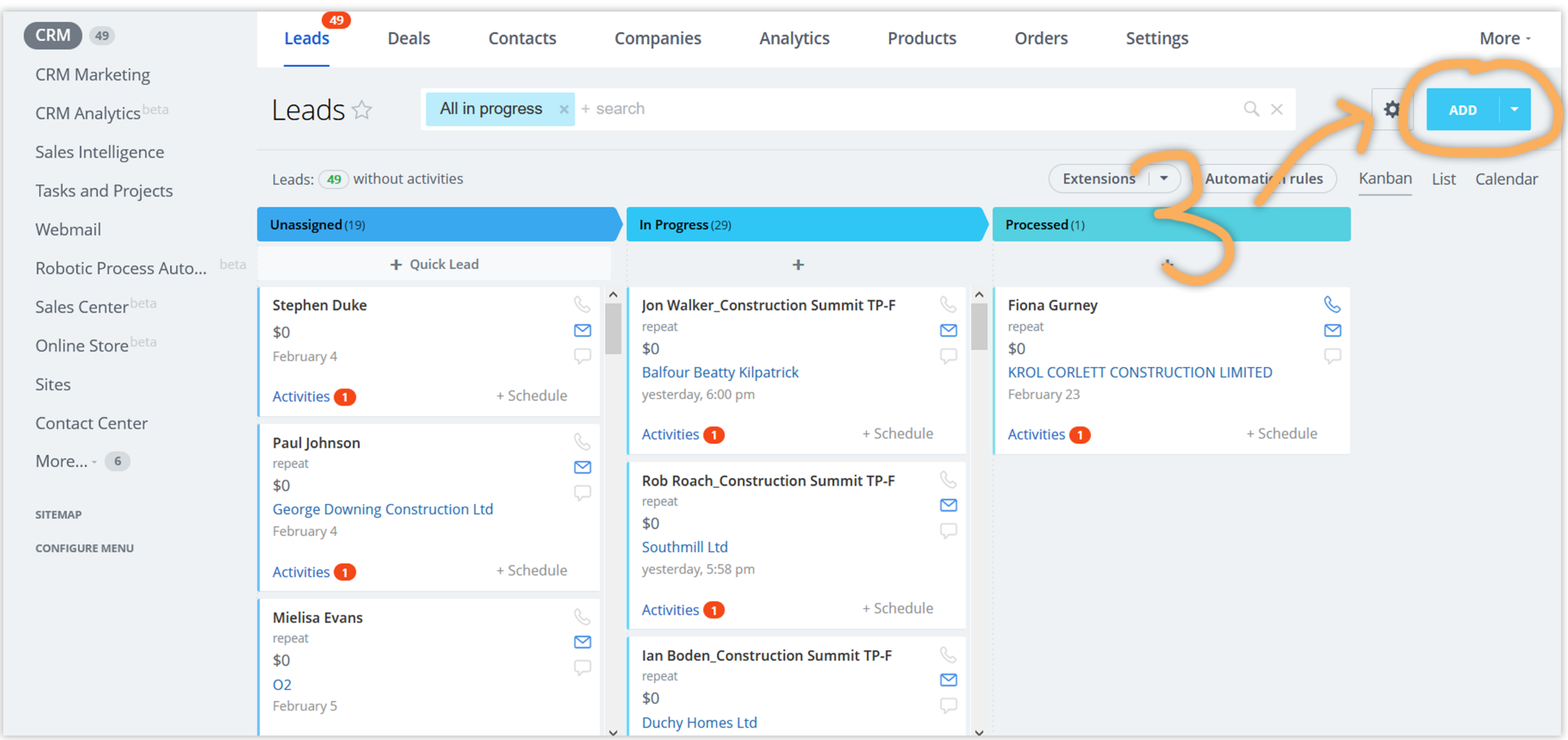
Refer to the link to see what the speaker's bio looks like: https://gaotek.com/agenda.pdf

Inviting CRMs (part 1)

To invite a connection into CRM, first you will need to go to:

CRM > Lead > Add

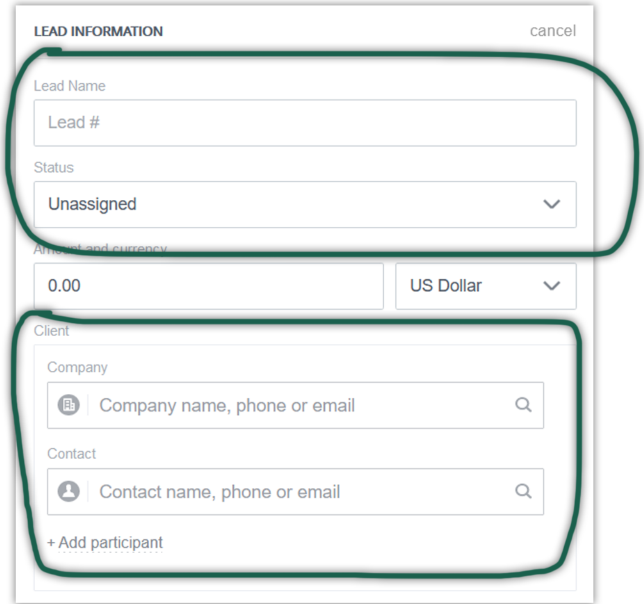




More instructions on inviting CRMs is on page 7.

Inviting CRMs (part 2)

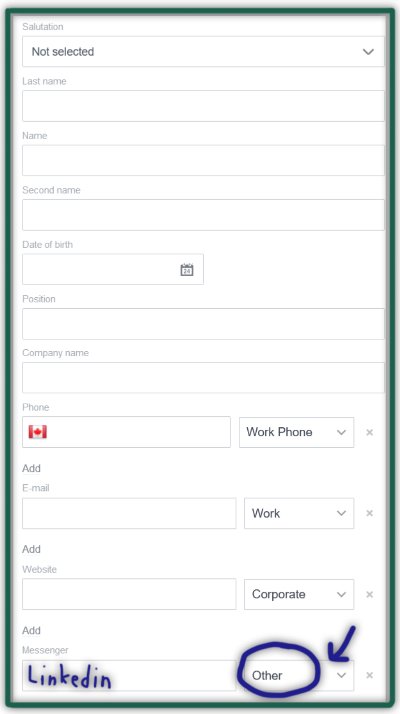
You will then need to fill in the candidate's information.



Fill the lead name as in:
(Connection Name)_Team Name TP-?

Status:
Unassigned - If they're not interested
In Progress - No response yet
Processed - They're interested

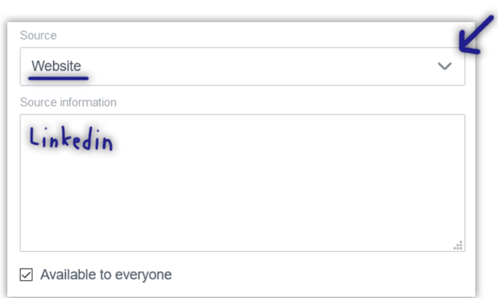
Client:
Fill in the connection's company name, alongside:
Phone, Email, and Location of company (if available)



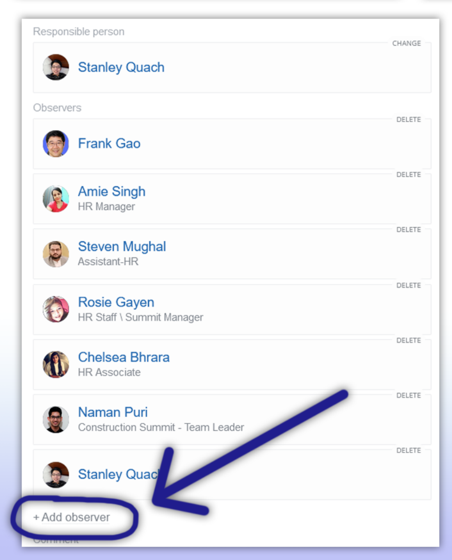
You will need to fill in the rest of the information as possible:

Includes Salutation, Name, Position, Company Name, Phone, Email, and Website (if available)

For Messenger, put the connection's Linkedin link and categorize it to "Other"



Next, you will need to catagorize Source and set it to "Website". You will then paste the connection's Linkedin link on Source Information.



Lastly but VERY IMPORTANT, is to fill in observers based on the list your HR staff provided. Make sure to use the UPDATED list.

Click +Add observer to add them into the list.

"Responsible person" will be the caller of the team. Your HR Staff will provide you the information.
In Comments, please be explicit on the status of the presenter's progress such as "Awaiting response on interest" or "Interested".

After completing all, click Save.