



SkillBridge Internship Training Program Vertu Marketing & Publishing

Welcome to the SkillBridge Internship Training Program with Vertu Marketing & Publishing! Our comprehensive training is designed to equip you with the knowledge and skills necessary to excel in the civilian workforce. Whether you are with us for **90 days** or extending to the full **180-day** program, we are committed to providing you with a valuable and enriching experience. Each intern will participate in the following training modules, regardless of the duration of their time with Vertu:

- **Orientation:** During orientation, you will get acquainted with Vertu Marketing & Publishing's mission, values, and organizational structure. You will also receive an overview of the internship program, its objectives, and what you can expect during your time with us.
- **Industry Knowledge:** Learn about the history and evolution of marketing and publishing, key industry terms, and the latest technologies shaping the field. Understanding the industry's background will give you a strong foundation to navigate and contribute effectively.
- **Professional Basics:** Master the fundamentals of professionalism, including business etiquette, communication skills, and time management. Cultivating these essential skills will help you succeed in any professional setting.
- **Office Technologies and Systems:** Gain proficiency in the office technologies and systems we use at Vertu Marketing & Publishing. This includes familiarizing yourself with software, tools, and collaboration platforms to efficiently carry out your tasks.

- **Phone Etiquette and Scripting:** Develop excellent phone etiquette and learn how to handle business calls confidently. Understanding effective scripting will ensure you convey key messages professionally and courteously.
- **Sales and Market Psychology:** Dive into the principles of sales and market psychology to grasp consumer behavior and decision-making processes. This knowledge will be invaluable in crafting compelling marketing strategies.
- **Transition Best Practices:** We understand that transitioning from military service to the civilian workforce can be challenging. This module will offer valuable insights and best practices to help you navigate this period successfully.
- **Working in the Modern Workforce:** Explore the dynamics of today's modern workforce, including remote work and collaborative environments. Adaptability and versatility are crucial traits, and this module will prepare you for a seamless transition.
- **Resume Writing:** Craft a compelling resume that highlights your unique skills, experiences, and accomplishments. Learn how to tailor your resume to different job opportunities and stand out to potential employers.
- **Interviewing for the Civilian Workforce:** Sharpen your interview skills through mock interview sessions and receive personalized feedback. Be prepared to confidently present your abilities and demonstrate how you can contribute to a prospective employer's success.

****Non-Disclosure Agreement (NDA):** Interns will be required to sign a non-disclosure agreement before accessing proprietary information and intellectual property. We take legal protection seriously and expect all interns to uphold strict confidentiality standards.

We believe this training program will not only prepare you for a successful transition into the civilian workforce but also provide a fulfilling and enjoyable experience. Your participation in the SkillBridge Internship Training Program is a testament to your dedication and the significant contributions you have made through your military service.

If you have any questions or need further clarification on any aspect of the training, please don't hesitate to reach out to your mentor or the HR department.

Let's embark on this exciting journey together and make the most out of your time with Vertu Marketing & Publishing!

