

Digital Demand - D2

Internship FAQs

Madrid, 2019

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1. What is Digital Demand - D2 all about?

Digital Demand – D2© is a Big Data company that provides analytic insights and intelligence about Countries, Regions and Cities.

Our proprietary software reveals the appeal by gathering all searches performed on a global level towards Countries, Regions and Cities. Every year, we publish the Digital Country and Digital City Indexes which measure the interest and performance of countries and cities in the areas of Tourism, Investment, Export, Talent and National Prominence.

The World Economic Forum includes Digital Demand - D2© data in their Travel and Tourism Competitiveness Index 2017 edition as a source to assess global touristic appeal.

Since 2014, the Digital Demand- D2© tool has been used by over 20 organizations.

Please visit www.d2digitaldemand.com for more information.

2. How many people work at Digital Demand - D2?

Usually, we have around 12 people working in the Madrid office. There are mainly interns conducting research and working alongside the partner and freelancers around the world.

3. Where do the internships take place?

Internships take place in the Digital Demand - D2 headquarters in Madrid.

4. What do D2 interns do?

During the internship, every intern will be responsible for certain tasks and projects, as well as time management: setting up meetings and quality of the deliverables. Interns work on both internal and external Digital Demand - D2 projects; however, the exact jobs performed by the interns depend on the current projects that Digital Demand - D2 is working on. Possible roles include project manager, analyst, technical analyst, media & communications manager, public relations manager, and HR manager. Therefore, typical tasks include collecting and analysing data, creating and developing presentations, managing tasks so that deadlines are met, developing creative material, developing analysis and construction of financial metrics, and developing and/or managing projects for D2 and their clients.

We will discuss the best available development plan with every intern so that when assigning tasks to interns, their preferences and strengths are utilised. Digital Demand - D2 is committed to make the time of the internship as beneficial and valuable as possible for every intern.

5. What kind of projects are interns involved in at Digital Demand - D2?

We have internal and external projects for each role, whose typical tasks may include:

HR Manager:

- Communication with applicants.
- Creating job advertisements and contacting universities.
- Monitoring and maintaining the HR databases.
- Managing the recruitment process (analysing CVs, conducting Skype interviews, etc.).
- Leading the training exercises and first day activities for new interns.

Digital Demand Analyst:

- Development of new internal projects and the improvement of existing projects.
- Gathering, collecting, analysing, and reporting different types of data.
- Conducting research, which will include consulting external sources, elaborating surveys, performing phone interviews, reviewing publications and browsing the Internet for data sources and information.
- Processing Excel figures and PowerPoint presentations.

Technical Analyst:

- Process Excel figures, tools, conducting calculations, and developing analysis.
- Gathering, collecting, analysing, and reporting different types of data.
- Conducting research which will include consulting external sources, reviewing publications and browsing the Internet for data sources and information.
- Working with dashboards and SQL programming.

Media Manager:

- Monitoring and updating social media communication networks, project management, process implementation and follow-up; involvement in media and social media strategy development.
- Evaluating the effectiveness of media and social media campaigns, including the preparation of weekly status reports and monthly project reviews; preparing, maintaining and administrating social media documents.
- Establishing and maintaining productive relationships with relevant media in order to promote specific Digital Demand - D2 projects; this includes media planning on proactive and reactive stories and research on promoted topics.

6. What is the duration of the internships offered?

Placements can be for a minimum of 3 months and a maximum of 9 months. Although the time could be extended at our discretion, we are unable to accept applicants for less than 3 months.

For each internship position, we have different starting dates. For more information please contact the HR Manager at hr@d2digitaldemand.com

7. What languages are used?

Daily office work is carried out in English, however speaking Spanish sometimes can be an advantage, and if you would like to speak Spanish in the workplace, some colleagues can help you with this. However, if you do not speak Spanish, do not worry!

8. What are the working hours?

The working day is 8 hours, from 9.00am to 5.45pm, with 45 minutes of lunch break.

9. Are interns allowed to take days off?

For every 3 months of work, interns are allowed to take 5 days of holidays, on top of public holidays. If they take an exam for the university on a specific day, this day will also be an additional day off.

10. Are interns paid?

Unfortunately, we are unable to offer payment, travel allowances or other types of monetary compensation. But we strongly advise everybody to apply for scholarships and grants, such as the ERASMUS+ program. Of course, we will provide any assistance in filling out the forms in order for the intern to receive the scholarship.

11. What do interns need to bring with them?

They need to bring their own laptop in a good working order (with a Microsoft Office package – Word, Excel, PowerPoint), and a positive attitude. Interns should also regard the dress code “business casual”, so interns need to bring proper clothes to Madrid with them.

12. Who is the ideal intern?

We look for enthusiastic interns who have the desire to learn, work hard, and bring new and creative ideas to the company and to the clients.

13. What skills are required for an intern?

Interns must be fluent in speaking, reading and writing in English. They are expected to be familiar working with Microsoft Office programs (especially Word, Excel and PowerPoint). Also, we highly value skills and characteristics like:

- Entrepreneurial mindset to approach projects and tasks
- Ability to take initiative and show proactive approach to tasks
- Accountability, creativity, good communication skills and enthusiasm
- Organisational skills, with a proven ability to meet deadlines and give attention to detail
- Ability to work as part of a team and individually

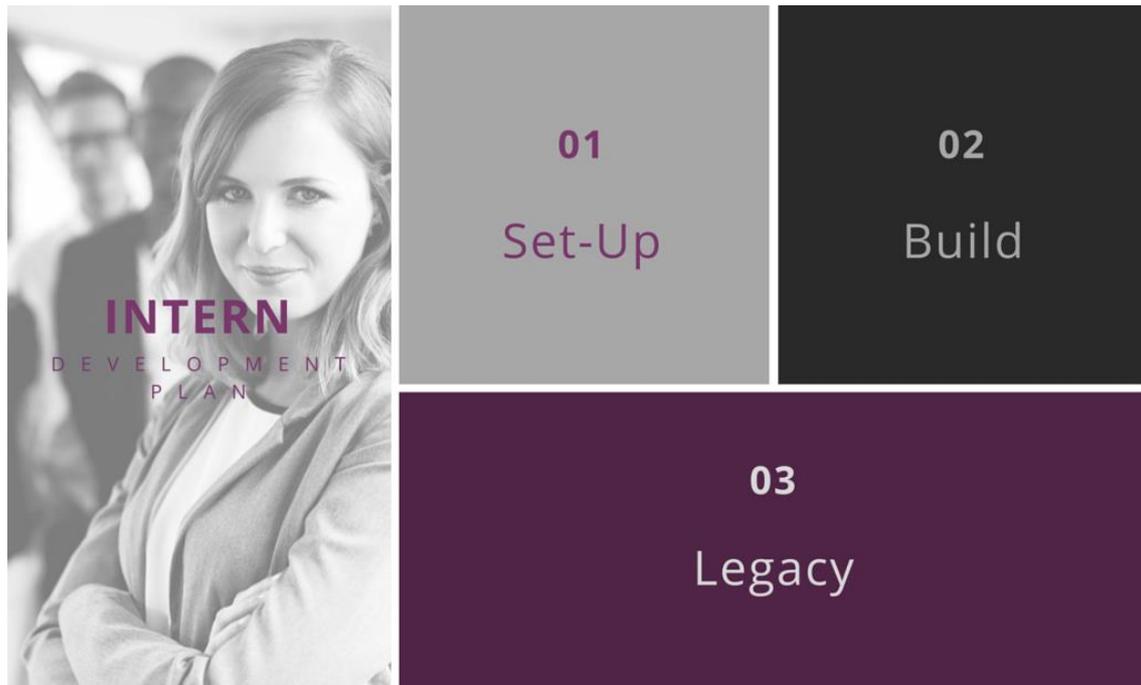
14. What are other formal requirements for the interns?

Interns should be students of Bachelor or Master programs. They need to have an agreement between their university and Digital Demand - D2. This agreement is usually provided by the university (if the participation in the internship is a compulsory part of the degree) or by internship programs, such as ERASMUS+ traineeship program etc.

15. What will interns learn and what training will they receive?

Interns will gain real work experience. They will take on real projects for clients and may be put in charge of their own project. Interns learn how to create proposals and presentations, how to create marketing strategies, client relations, international markets and corporate culture. They will also strengthen their IT skills. All knowledge will lead to an impressive CV and to an in-depth knowledge of the sector.

Interns will be given training for their specific tasks and will be personally directed and supervised by the manager or other experienced interns. Interns' ideas are always heard and very often implemented in the company's daily life.



The Intern Development Plan

We have created a special program - the "Intern Development Plan" - to guide interns through the unique internship experience and also to get a better understanding of the internship tasks and expected outputs. The "Intern Development Plan" is composed of 3 phases: Setup, Build, and Legacy. In every phase, there will be specific tasks and milestones to achieve.

The Set-up phase will help interns to get a better understanding of "Digital Demand - D2". Interns will receive specific training sessions.

The Build phase is the core of the program. Every intern will go through each of the 3 steps, either on one or several projects, during the internship duration:

1. Research
2. Internal and external Communication;
3. Production of outputs and deliverables.

The Legacy phase consists of the elaboration of manuals and training sessions to transfer the knowledge to other colleagues.



16. How are interns mentored?

There is an initial, mid-term and a final evaluation with the Managing director and the project manager, who will hold a meeting with the intern, assessing their expectations, motivations, strengths, and pointing out areas in which they can improve. The performance evaluation will take into account the specific project objectives that every individual is involved in as well as the attitude and professionalism demonstrated during the internship.

Mid-term.

To guide the development of the interns, there will be a coaching and review session with the top management half-way through the internship. This is an excellent opportunity to exchange thoughts and ideas regarding the internship experience. During the meeting, we will assess the intern's strengths, and point out areas of potential improvement.

Final.

At the end of the internship, there will be a formal final evaluation meeting in which every intern will be evaluated on a scale ranging from 'Unsatisfactory' (>5) to 'Extremely Outstanding' (10). You will be given an evaluation certificate describing the tasks, achievements, and final grade. If your performance is Very Good or (Extremely) Outstanding (7-10) you will receive a personal evaluation certificate with more detail

information about the internship and your performance. This will serve as a reference of the intern for their university, CV, or future employer.

17. How will this internship help in professional and working life?

Working side by side with experts in the Big data field and being responsible for international projects will enrich the interns' CVs. Interns will also benefit from a multicultural experience, learning new ways of thinking and working. If interns score highly in their final evaluation, they will receive a personal letter of recommendation signed by the top management, who will also be happy to offer himself as a reference for them in the future.

18. Are internships ever terminated?

Although these situations are very rare, interns who show a very poor performance or bad attitude towards their work and colleagues may have their internships terminated.

19. How do candidates apply for an internship?

If interested, please send an email to hr@d2digitaldemand.com with a CV and a Cover Letter attached, explaining why you want to do an internship, for how long, and when. Then we will get back to you as soon as possible.

20. How soon can candidates expect a response?

Usually, we reply within 5days. If you do not receive a response after this time, please e-mail us again, or call us to confirm that we have received the application.

21. Can unsuccessful candidates apply again?

Yes. There is no limit on the number of times candidates can apply.

22. What are the selection criteria?

To ensure that we hire only high-class candidates, the recruitment process consists of 3 stages. First—we evaluate candidates based on their CV and Cover Letter, as well as based on how interested and committed to D2 they are. The best candidates will be chosen for the second stage where they will be asked to complete a task, related to the role they are applying for. Successful candidates in this second stage will be invited to a Skype interview, which is the final phase of the recruitment process.

23. What is D2's outlook on paperwork?

At Digital Demand - D2 we are very environmentally friendly. We like to recycle and thus hardly print anything. Therefore, all procedures are carried out with digital signatures, which is legal according to the European system. All the accepted interns must send necessary forms to us in a *word* format. We can then fill them out, sign them, and return them in *PDF* format, ready for the intern to give it to the respective authority.

24. Testimonials of past interns.

Adrian (United Kingdom)

Position: Digital Demand Analyst

"Applying for my internship at Digital Demand - D2 was one of the best decisions I have made. From the people, I worked with to the invaluable information I learned, this was an exceptional experience from the first minute to the last."

Andriana (Greece)

Position: PR Manager

"Being a part of the D2 family was an unforgettable experience. Working here helped me improve my professional skills and gave me the chance to meet great people. I enjoyed every single minute!"

Vadim (Estonia)

Position: Digital Demand Analyst

"Thanks to D2 I got a valuable experience in the Big data and branding industry. I was able to hone my analytical and problem-solving skills, and work on real projects thus greatly improving my employability."

Evy (Belgium)

Position: Media Manager

"Digital Demand - D2 gave me such a nice experience, professionally and personally. Working on your own is probably the best way to learn and next to that there are always some really cool people in the office!"

Mark (USA)

Position: Technical Analyst

"D2 offers a great environment to learn new business skills; it gave me a new perspective on organisation and planning. The people are wonderful and I am now much better equipped for my professional career."