



# 2HMforum.

For best relations.

Soccer fans in Mainz trudge through the mud to see their team play. Music fans persevere at festivals to see their stars live. What is it that you stretch your comfort zone for - often without realizing it?

We help companies find their fans. Because they exist and they are decisive to the success of "their" company. \* In order to help with this mission, we are looking for an:

## **Intern (m/f/d) in the area of market research and consulting.**

What you can look forward to:

- > Insight into project processes of quantitative and qualitative studies (planning, conception, implementation, presentation of results), with customer contact as well.
- > A clear contact in the team and many open and cordial people who are happy to answer questions and look forward to your perspective and initiative.
- > A steep learning curve, a variety of tasks (data preparation and analysis, preparation of presentations, preparation and follow-up of workshops, etc.), and if you are interested, visits and opportunities for insight in our other departments and partner companies.
- > 12 weeks in which you can take on responsibility and show what you are made of.

If that sounds enticing to you, we would like to meet you!

So far, we have had the best experiences with students from the fields of communication sciences/public relations, psychology, sociology or business administration/commerce who have advanced knowledge of the MS Office package. SPSS know-how on top is great, but not a must-have.

We look forward to receiving your application (to [bewerbung@2hmforum.de](mailto:bewerbung@2hmforum.de)) and will get back to you!

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\* For those who want to know more: Roman Becker and Gregor Daschmann explain the idea in their book "The Fan Principle: Successfully Managing Companies with Emotional Customer Loyalty".