

Esperanza Wamoni - Internship Write Up

Sports is and has been my passion for a long time. It is for that reason that I decided to pursue an MBA Degree in Sports Management. As part of my degree requirements I needed to do an Internship in the sports industry. Through some online research I stumbled upon Icon Sports Marketing, I visited their website to find out what they do as well as getting to know who the directors of the company are.

I got extremely excited when I discovered that the Managing Director of the company was a lady. I felt that the best way to learn about the Kenyan industry was to do so from a woman who is working in a male-dominated field. Grace Kiraguri did not only strike me because she was a woman but because she attended a more advanced mentorship program (that I am keen to attend later in my career).

With this in mind I embarked on finding her contact via Linked In. Once I found her I reached out to her not guaranteed that she would respond, but I simply let her know who I was, what I had studied and that I was looking for an internship. It was really exciting when Grace responded to my message and agreed to meet with me.

We met one afternoon and she gave me an overview of the company, it was there that she offered me the internship position. I have now been at Icon Sports Marketing for 2 months and I have been exposed to the working of a Small & Medium-sized (SME) enterprise as well as a better understanding of the sports industry.

The company has specialized in several sports disciplines but have a special place for golf. It is this that I have experienced in planning part of a golf series, brainstorming sessions for business development as well as being on ground during corporate golf days. Each client is unique and requires different efforts towards execution.

The brainstorming sessions have been particularly exciting as they allow for creativity and criticism of ideas before we come up with a main proposal. I have come to discover, that writing proposals is a key element in the sports industry. The internship has given me the opportunity to take an idea from the brainstorming board and put it into a fully fledged proposal.

Although I love sports I have been more inclined to team sports such as basketball and football, but interning at Icon has given me a new appreciation for a sport that I did not pay much attention to. I have learned quite a few interesting rules about golf; I even got an opportunity to hit a few golf balls, which turned out to be much harder than it looks.

The most beneficial aspect of this internship has been the information I have been exposed to at a personal level and from my own observations. I have experienced first-hand the work “behind-the-scenes” and challenges of running a business that one can face. These are all things that one is not able to learn in school. The transfer of knowledge to practice is the biggest asset of this internship and I am extremely grateful to Grace Kiraguri and the entire Icon Sports Marketing team.

