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Dear Ms. O'Dowd

I am in my first year of studying BSc Sport Management at Loughborough University and I recently met Darren Phelps, the Star Events representative, at our Careers Fair. We discussed the summer internship role and he recommended that I send you my CV.

From an early age I have been involved in sports, both playing and organising and I am committed to developing a career in the sports events industry. As well as working as an events coordinator for The Racing School, I also keep up to date with the latest industry developments through subscribing to Sports Industry Pro magazine and following various social media profiles. Through my research, it is clear to see that Star Events has had a hugely successful year, negotiating contracts with the Racing Association and working in collaboration with Green Lizard Energy Drink. Working as a summer intern for Star Events, and helping contribute to your continued success, would undoubtedly be a once in a lifetime opportunity.

Darren mentioned that the role will require great communication skills, both digital and in person. I have gained these skills through my roles as Events Coordinator at The Racing School and Events Officer for the LGBT+ Association. In this latter role, I increased attendance at events through engaging directly with students on Snapchat and Instagram. Darren also mentioned that the ability to take on board responsibility would be key. I have been working at my local swimming pool as a life guard for the past three summers and my responsibilities have increased with each year to the point where I am now involved in coordinating the schedule and maintaining communication with all trainee lifeguards. I hold a UK driving licence and First Aid qualification which I also understand are pre-requisites for the role.

Further examples of my experience, skills and achievements can be found on my CV and I am available for interview anytime. I look forward to hearing from you.

Yours sincerely

Ben Matthews