2015 MAIP INFORMATION

September 2014
MAIP Student Application is available at the 4A’s website.

January 2015
2015 MAIP Finalists are announced.

February 2015
2015 MAIP Interns are selected by participating advertising and media agencies.

June 2015
2015 MAIP Interns arrive in host cities.

August 2015
The Face of Talent 2015, comprised of the annual Development Forum, Leadership Luncheon, Career Fair, and Evening Reception

Follow us on twitter @MAIP and on Instagram @4asmaip

www.maip.aaaa.org

The 2015 Student Application can be found on the website in September 2014.

MULTICULTURAL ADVERTISING INTERN PROGRAM

1065 AVENUE OF AMERICAS, 16TH FLOOR
NEW YORK, NY 10018

For questions, contact:

Carl Desir
Manager, Diversity & Inclusion
T: (212) 850-0731 F: 212 682 8391
cdesir@aaaa.org
www.aaaa.org

Dedicated to creating an industry that properly reflects our global society by providing advanced educational and employment opportunities to multicultural students.
MAIP HISTORY

The 4A’s Multicultural Advertising Intern Program (MAIP) places MULTICULTURAL students in a 10-WEEK PAID, FULL-TIME summer internship at member agencies nationwide. It offers those with a serious interest in advertising the opportunity to gain real-world work experience, establish industry contacts and obtain valuable professional credentials that can help secure entry-level employment after graduation. The program also offers advertising agencies an opportunity to identify, observe, recruit student talent and support the 4A’s efforts in enhancing the diversity of our industry.

For the 2014 program, MAIP placed 114 interns at participating advertising agencies across the nation in the following disciplines:

ACCOUNT MANAGEMENT
ART DIRECTION
COPYWRITING
DIGITAL/INTERACTIVE DESIGN
INTERNET MARKETING
MEDIA BUYING
MEDIA PLANNING
PRODUCTION
PROJECT MANAGEMENT
PUBLIC RELATIONS
SOCIAL MEDIA
STRATEGIC/ACCOUNT PLANNING

WHY MAIP?

OUR MAIP FINALIST REPRESENT:

Top ranking students from across the country who have the potential to become advertising executives.

Talented and Dedicated Individuals Reflective of their leadership talents and caliber of excellence our finalists are members of Prep for Prep, Golden Key International Honor Society, the One Club Creative Boot Camp and have been awarded honors, such as Most Promising Minority Student of Year.

MAIP OFFERS INTERNS:

Invaluable Webinars and Seminars through 4A’s sponsored webinars and agency sponsored seminars, interns receive training from advertising industry professionals, equating to a three credit advanced college course.

Mentor/Mentee Program MAIP interns are paired with advertising industry professionals, who can relate to the interns through their own experience in the industry. Mentors provide coaching and support to help foster and encourage professional development. The 4A’s staff and MAIP Alumni Executive Council, carefully screen all mentor applicants to ensure MAIP interns and MAIP mentors receive the optimal benefit of the program.

Exposure to Advertising Industry Executives

OPPORTUNITIES AFTER MAIP

Researching, applying, and receiving a paid internship at a well-known advertising agency is difficult and time consuming. When applying for MAIP, not only do you have the chance to intern at a prestigious advertising agency, but you have the Wopportunity to network with advertising executives from various agencies and participate in industry leadership workshops and webinars, ultimately increasing your chances of being offered a job. By March 2014, over 90 percent of the 2013 MAIP class were offered jobs at an agency.

Below is a list of advertising agencies, where 2014 MAIP alumni were recently hired:

360i
BBDO Atlanta
Lowe CE
McCann Erickson
mcgarrybowen
OMD
Saatchi & Saatchi
SapientNitro
Starcom Mediavest Group- Tapestry
Team Detroit
The Barbarian Group