



THE WINNING TEAM

**A 1-ON-1 GUIDE FOR A SMOOTH SAILING INTERNSHIP WITH THE
LONDON LIONS**



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INTRODUCTION

This handbook serves a great purpose. I hope those who read this document can sense the good intention that it was written with. The intention behind writing this handbook was to help future interns avoid problems through sharing useful information and tips that helped me as an. I also wrote this document for the London Lions Staff (or any team) implement the handbook's elements into their own internship program, or even into their own handbook. My overall objective when writing this handbook was to instill a sense of structure and consistency within the London Lions internship. This is something that an intern or a member of staff can always refer to if they need help and even improve as the program grows. A student's time during an internship is so sensitive which is why it is crucial that they are not distracted by problems that can easily be avoided with proper guidance. The London Lions Team and Staff is comprised of caring and hardworking people and they deserve to have a constant flow of interns to help them grow as a team.

This guide will include all around information about how a digital branding internship can operate from start to finish. I want the information provided to give students a high level of preparedness upon starting the internship. The handbook starts off by giving tips about general information such as the best way to get to the practice facility and familiarizing yourself with the team. Then, the content transitions to more specific things such as what to expect as an intern and the branding techniques that I used with the purpose to inspire the reader on how they can create their own work.

TRANSPORTATION

The Lions practice at the University of East London Docklands Campus. The practice facility is located in Zone 3. Because the Student Oyster Card allows you to travel by tube only in Zones 1 and 2 and the bus in any zone, it is best that you ride the tube to Zone 2 and take the bus into Zone 3. This is how you avoid unwanted penalty fees.


Ideally, you'd want your final destination to be UEL Docklands Campus (Bus Stop I) because it is a 1-minute walk from the facility. The 474 is the only bus that goes to this stop, coming from Canning Town Station. The Jubilee and DLR lines run out of this station, so it is best to find your way onto either of these lines until you reach Canning Town to transfer to the 474 bus. Riding the tube beyond the Canning Town stop on the Jubilee or DLR line could put you at risk of going outside of Zone 2 and having your oyster card charged.

[Stations, stops & piers](#) [Canning Town](#)



Canning Town

(Zone 2/3)


[Map view](#)

 Canning Town has reported access issues [+](#)


Lines at this station

DLR	 >
Jubilee	 >

[From here](#) [To here](#)

 Find stops or routes nearby [>](#)

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Journey results


From: Canning Town Station
To: U E L Docklands Campus
Leaving: Sunday 19th Apr, 22:00
[Edit journey](#) [Add favourites](#)

Travel preferences & accessibility:
Showing the fastest routes Using Bus Max walk time 40 mins
[Edit preferences](#)

Fastest by public transport

21:52 - 22:10
£1.50 anytime

18 mins

 474 bus to UEL Docklands Campus
18 min [View stops](#)

[View details](#) [Map view](#)

GETTING TO KNOW THE TEAM

Being able to "gel" with the team is very important as a branding intern. Getting closer with everyone will happen naturally and gradually over time. Just be yourself!

This internship may include brand consulting with players, collaborating with the media team, and doing assistive tasks for coaches. Here are a few tips to help make your job easier:

- ☐ Download WhatsApp. This app will allow you to communicate with everyone for free.
- ☐ Ask Coach Macaulay to introduce you to the Team Captain. Because you may have to do brand consultations with players, meeting the captain works as a smooth introduction to the rest of the team. Upon meeting the captain, you may want to express your branding goals or objectives to him.
- ☐ Form a contact list. It will be useful to have contacts handy if you ever need something. Some important contacts to have are of the coach and assistant coach, team captain, and people on the media team. As you work with clients individually, your contact list will expand, but it is not necessary to have every player's number upfront.
- ☐ Get the season calendar. With the calendar, you will never be "out of the loop."

CREATING YOUR LANE AS AN INTERN

The staff of the Lions does not give you a work itinerary, therefore you will be able to pick a focus within branding that you'd like to work on. For an example, I focused on growing the relationship between players and fans. With my focus in mind, I came up with different ideas that could be branded digitally to achieve my goal (see page 7).

Being that you are given the freedom to focus on certain areas and come up with different branding strategies by yourself, it is very important that you research everything. When it comes to branding the reputations of individual players and the team are on the line, so it is important that you support all of your strategies with reliable sources.

Lastly, it is important that you track your progress as you put your branding strategies in play. Writing down achievement as the internship progress could be helpful as well. Not only do you want to benefit the team, but it is important that you work for your benefit in the long run as well. Future employers may like to hear about these details.



DIGITAL BRAND CONSULTING

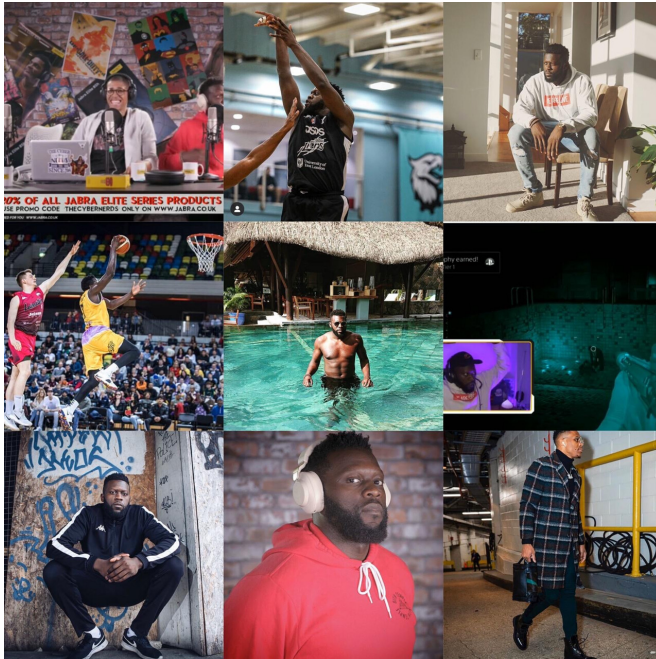
What is digital branding? Digital branding includes developing and/or strengthening a brand's identity through digital marketing strategies. A brand's digital presence is to be exuded via social media, websites, videos, apps, etc.

When working with players and the team's digital brand presence, I focused on social media. My process of digital branding on social media went as followed:

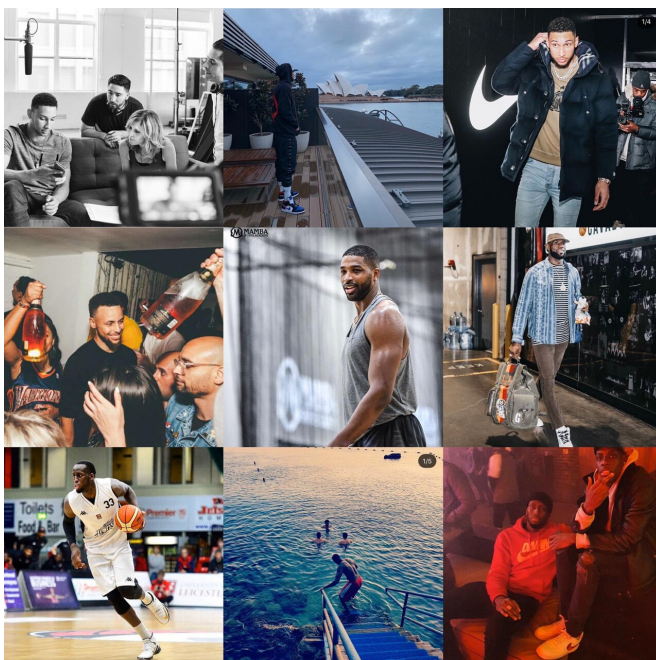
1. Look at the player's social media pages and get a feel for their vibe. This can be done by assessing the mood, tone of text, and colors presented on their pages.
2. Have a consultation with a player to see what their goals/ interests are and how I can make those interests tie in with each other to formulate one brand.
3. I create a mock up of how their brand could be presented on their platform of choice, which was usually Instagram.
4. Implement social media strategies such as the best times to post to maximize attraction and engagement or creating hashtags or tag lines specific to their brands to create a following.

DIGITAL BRAND CONSULTING EXAMPLES

Here are some examples of Instagram mock ups that I've made for players and my logic behind them. By displaying Ali and Joe's brand identities on social media, this targets a more specific audience and can lead to business collaborations with companies that have similar brand values.



This is a mock-up for Joe Ikhninmwin. I noticed that Joe already had a dark color scheme on his page with occasional photos that were bright. I compiled existing photos that he already had into the mockup to show him an ideal look that his page could actually have. I added a picture of Russell Westbrook in the mock up because their styles are alike.



This is a mock-up for Alioune Tew. During a consultation, Ali expressed to me that other than basketball, his interests were fashion, nature and nightlife. Ali's page already had photos with black and white filters and the overall mood of his page was relaxed similar to Ben Simmons' page.