



A view of the Gloriette built on Schönbrunn Hill in 1775

## **STUDENT DETAILS**

University department / faculty:	<b>Faculty of Economics and Management</b>
Field of study:	<b>International Management, Marketing and Entrepreneurship</b>
Home university:	<b>Otto-von-Guericke-Universität Magdeburg</b>
Nationality:	<b>Pakistan</b>
Duration of traineeship ( <i>from ...to...</i> ):	<b>October 2020 - April 2021</b>

## **TRAINEESHIP INSTITUTION**

Country:	<b>Austria</b>
Name of traineeship institution:	<b>Interconnection Consulting</b>
Web page:	<b><a href="http://www.interconnectionconsulting.com">www.interconnectionconsulting.com</a></b>
Address:	<b>Getreidemarkt 1,1060 Vienna</b>
Contact person:	<b>Ms Panorea Kaskani</b>
Telephone / E-Mail:	<b><a href="mailto:info@interconnectionconsulting.com">info@interconnectionconsulting.com</a></b>

## **EXPERIENCE REPORT** (approx. 3 pages + more photos if applicable)

### **1) Traineeship institution**

*Please give a brief description of your host traineeship institution.*

Interconnection Consulting is an international market research and consulting firm with offices in Vienna, Bratislava, Lviv, Oberstdorf and Buenos Aire. It provides consulting in the areas of market research, strategy development, sales optimization, and online marketing.

### **2) Searching for a traineeship**

*How did you find your traineeship? Are there any recommendable links or other helpful tips you would like to share?*

I found my internship at Erasmusintern.org. I attended a seminar organized by Leonardo Office which was helpful. Apart from that, I was also looking for internships on LinkedIn and companies' websites.

### **3) Preparation**

*How did you prepare for your traineeship in terms of language, intercultural, professional and organisational aspects? Are there any recommendable links or other helpful tips you would like to share?*

Austria is a German-speaking country, so I found a lot of similarities when it comes to language, cultural and professional aspect. Being an international student, I am always looking forward to meeting new people and exploring their cultures. My internship organization has an international atmosphere where people from diverse background are working. The official language was English and German. Regarding skills that were required to perform internship effectively were most commonly used Microsoft Office tools and general statistics knowledge.

### **4) Accommodation**

*How did you find your accommodation? Are there any recommendable links or other helpful tips you would like to share?*

I found accommodation on my own, but my company provided me with useful links which were very handy. I was living in a 5-Shared apartment. Sometimes we used to cook or go out together on the riverside. Below are the details for the links and groups which helped me in finding the accommodation

[www.wg-gesucht.de](http://www.wg-gesucht.de)

[www.willhaben.at/iad/immobilien](http://www.willhaben.at/iad/immobilien)

Below are the helpful facebook groups

- o Mietwohnungen in Wien
- o WG-Zimmer in Wien Gesucht!
- o Wohnungen und Zimmer in Wien/ Rooms and Apartments in Vienna

### **5) Traineeship**

*Please describe the tasks and/or the projects carried out during your traineeship. In which way were you mentored and integrated? How were the working conditions? Did you have especially positive or negative experiences?*

I was working in the capacity of Junior Market Analyst. My responsibilities were to conduct and prepare market research studies for products in B2B categories. Over six months, I participated in two major studies which were conducted for the European and Worldwide market. In general, my projects followed steps starting from data collection, analyzing, and visualizing of the data and at the end, compilation and drafting

of the research reports. My mentors were quite professional and skillful in their fields of work. The project was commenced normally with the briefing in which the scope of the report was established. Training and support were provided at each stage of the project according to the requirement. At the end of the day, project progress was discussed with the mentors. I enjoyed the working environment at Interconnection Consulting. Colleagues were supportive and helpful. Amid the Covid situation, strict sops were implemented to ensure the safety of colleagues.

## **6) Acquired qualifications**

*Which qualifications and skills could you acquire or improve during your traineeship?*

Majorly, I worked on Microsoft Office tools such as Excel, PowerPoint, Outlook, and Word. Tableau was another data visualization software on which I was working as well. Apart from that, I polished my skills related to project management, cross-cultural communication, and team management

## **7) Country-specific features**

*Are there any specific traineeship regulations in the target country that affected you as an Erasmus trainee (e.g. France: housing allowance, convention de stage)? If yes, which ones? Are there any recommendable links or other helpful tips you would like to share?*

N/A

## **8) Visa, residence and work permit (only for international students)**

*Which prearrangements had to be made in terms of visa, residence and work permit? Are there any recommendable links or other helpful tips you would like to share?*

Having a German residence permit, I do not need any visa for Austria if my internship is not more than six months. Although, because of the Covid situation, I was only concerned with the quarantine situation in Austria.

## **9) Other**

*Is there anything else you want to let other students know?*

Rather than buying a monthly ticket which cost around 51 Euros, I would recommend buying a yearly ticket which will then cost around approx. 33 euros per month and can be refunded for the remaining months if you leave early.

## **10) Conclusion**

*What is the conclusion drawn after your traineeship experience abroad?*

Vienna is full of life and excitement. The city is enriched in its history and culture and it has so much to offer. I had so much in mind before going to Vienna although the Covid situation made it very challenging at first but at the end of the day, I am pretty much satisfied that I made one of my best decision in life by going on this Erasmus internship. I was able to work alongside one of the brightest minds who have helped me to grow personally and professionally. Sometimes going with the flow is the best philosophy in life and I am glad I took my chance.

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## **Declaration of consent**

I hereby agree to the publication of this report on the website of the Leonardo Office Saxony-Anhalt.

I assure you that the photos used in this report do not violate the rights of other persons or companies (personal rights, copyrights etc.).

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Acceptable file formats: [.doc], [.docx], [.rtf], [.odt].