



جامعة الشارقة
UNIVERSITY OF SHARJAH

Practical Training Final Report

Student Name: Alaa Amr Ali Elfadil

Student ID: U21107025

College of communication

Department of Mass Communication

Practical Training Course Number: 0808400

Semester: Internship GMSC Summer

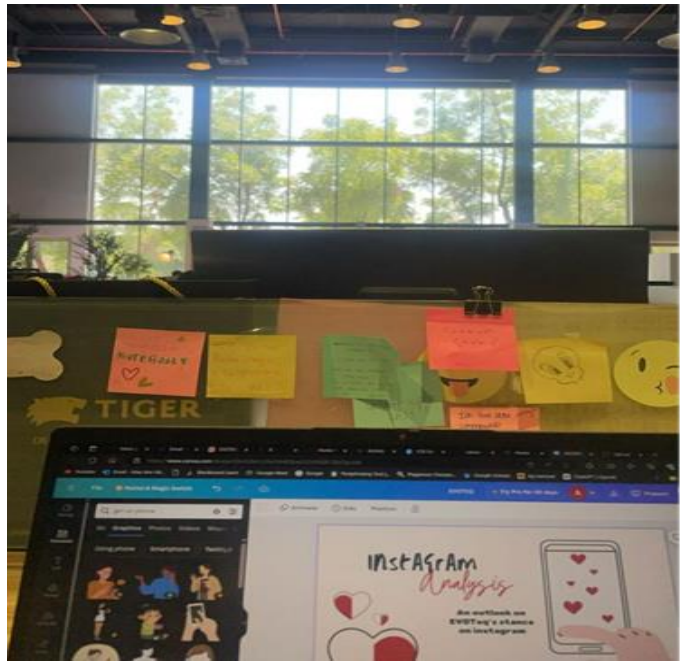
Academic Year: 2024

Training Organization Name: Al Sayegh media company

Training period from: 28th of May to 2nd of July

Academic Supervisor's Name: Dr. Omar Daoudi

Here are some pictures of my training workplace:



Introduction about the training organization function

Alsayegh Media Company is a leading media and communications agency based in the Middle East, renowned for its innovative approach and excellence in the industry. It is an independent Creative Marketing and Live Experience Agency where they help brands be or stay relevant. It is also a great help with problem solving and leadership. They own a Layerless Integration™ that enables insight-led solutions to all their clients' problems. At Alsayegh Media Company, their commitment to excellence is deeply rooted in the continuous development and training of their team. The training organization function plays a pivotal role in ensuring that their employees are equipped with the latest skills, knowledge, and tools required to excel in the fast-paced and ever-evolving media industry. By investing in their people, they ensure that they remain at the forefront of the media industry, delivering exceptional value to clients and stakeholders.

Technical duties that you have performed

In my time working in Alsayegh company, I developed a few technical skills because almost all of my work was on a laptop so I was limited when it came to technicality. I learned the tips and tricks of **photographing shots** for advertising, ensuring each image captured the essence of the brand and resonated with how they wanted the content to come out. For example, I had to create content for a restaurant that is opening soon and a segment of that included filming the main dishes, ads, behind the scenes content and so on. This made me understand that there are particular shots needed to be taken to create a creative, eye-completing post and that captions and how you present that post matters.

I also gained hands-on experience in **content creation**, from conceptualizing ideas to executing compelling social media posts, blog articles, and video scripts. I became proficient in using **design software** such as Adobe Photoshop and Illustrator to create visually appealing graphics, but mostly I have **created and designed presentations** for almost each of my tasks so I have practiced a lot in that department allowing me to create very well-done professional powerpoints that match their theme.

Soft skills that you have acquired

On my first day of training, I was asked to come up with a new father's day idea for a company they work with and that allowed me to brainstorm on the spot, enhancing my **creativity**. Always is based on creativity so when I had to present my ideas to my supervisor, I had to ensure that my topics are out of the box and original, but at the same time, relevant and doable. Working on **my critical thinking** has allowed me to develop innovative ideas that were later on presented to the client. As a new intern working within an agency I have never worked with before significantly improved my **communication skills**. My supervisor introduced me to the other managers, have let me present my work not only for them but for the clients as well so that stirred up my confidence in many ways. When I would present a task, usually there is a message that I want to deliver. This enhanced a lot on my **presentation and interpersonal skills**.

When I was given a task, I had a deadline for each, which obliged me to fix and work on my time management. My **time management skills** improved as I balanced multiple projects simultaneously, meeting tight deadlines without compromising quality. I also developed a strong sense of **adaptability**, quickly adjusting to the dynamic and fast-paced nature of the industry. I have struggled a little because my seating area in the company wasn't comfortable and some other colleagues weren't nice but I didn't allow that to get in the way of my **credibility and performance**. I stuck to coming on schedule and on time which showed that I was dedicated, committed and disciplined to work. I wanted to present my work in the best form possible, so I paid **high attention to detail**, ensuring that my work is precise and accurate. All this helped me work on ideas and tasks that weren't easy without the struggle of bad **stress management**, because where I worked made me cope with stress and maintain **productivity** under pressure.

Relevance of the University courses to practical Training

Reflection and relevance on the "Introduction to electronic media" course: This course taught me the ins and outs of producing media content, from scripting and shooting to editing and presenting. I learned about the importance of storytelling, engaging an audience, and the technical aspects of television production. My confidence grew as I appeared on camera, and I discovered the power of visual communication. Implementing the experience I gained from

this course allowed me to perform on a higher level because I had an idea on what is going on. I have already learnt about storytelling especially in media, and it is an essential part in the Alsayegh company where they do create such content, allowing me to share and write some stories that they could publish on their page.

Reflection on “photography/ photojournalism” course: I wanted to share my journey in the photojournalism class with you all. When I first started, I had absolutely no knowledge of how to take pictures. I could barely distinguish a good photo from a bad one. But as the course progressed, I learned so much about the art of photography. I didn't personally take photographs in shoots that took place in the company I work in, however, I began to understand the importance of various shots and angles in photography – from wide-angle shots to close-ups, and everything in between. This knowledge allowed me to tell more compelling stories through my photographs.

Reflection on “Introduction to journalism” course: Before this course, my understanding of journalism was limited. However, this journey has equipped me with valuable insights and skills, fostering a deeper appreciation for the complexity of the journalistic field. It has kindled a strong passion within me, and I eagerly anticipate applying my newfound expertise in the realm of journalism. I had to dig deep and search for news that did fit the company I was working on online and I had to make sure that it benefited them and related to what their projects can do. When creating content for an agency that follows a certain guideline and way for writing, you need to be careful with how you share the news on the page. This helped me have a professional background when it comes to publishing pieces and news stories.

Reflecting on my university courses during my training period at Alsayegh Media Company, I found that the theoretical knowledge and practical skills I acquired in academia provided a strong foundation for my professional development. The training not only reinforced my understanding of media marketing concepts but also allowed me to apply them in real-world scenarios, bridging the gap between education and industry practice.

Conclusion and recommendation

As a student studying media in the UAE, I inspire to compete and stand out academically. It was a great opportunity to work with such a well-known award-winning company like Alsayegh, It's a journey I'm immensely grateful for. I have worked so much to get accepted and during my time there, I have tried my best to be professional and provide more than they

have received from other interns before me. It was difficult and most of their tasks wasn't easy, However, that helped me learn and improve in my academic career and also on a higher personal level.

I highly recommend that future trainees and students seek opportunities to bridge their academic learning with practical experiences in the industry. Engaging in internships and training programs, like those offered at Alsayegh Media Company, can provide invaluable insights, foster professional growth, and better prepare individuals for successful careers in media marketing. From my experience working there, Alsayegh isnt just a team, it's a family.