



# SANCTUARY

## EVENTS CENTER



## Ari Berg

**Field Experience:** Sanctuary Events Center, Fargo

**Position:** Wedding Coordinator Intern

### ***Wedding Coordinator Responsibilities:***

- Be the face of the event center the mornings of weddings
- Sit in on final walk-throughs with bride and grooms before their big day
- Make sure all details are perfect the day of weddings and the bride and groom are satisfied and calm the day of their wedding

### ***Project: Brand Awareness Through Increased Social Media Engagement***

- Created a social media content calendar and researched the bests days and times to post media.
- ***Findings:***
  - Fridays between 12-1pm are the most active times to post
  - Switch up posts to make them interactive increases engagement
  - Social media content calendar helps with organization and ensuring posts get posted at correct times

### ***Top Three Lessons I Learned:***

1. Be aware and fix problems before they happen.
2. The small details can be just as meaningful as the big ones.
3. Communication and teamwork are vital in running a successful business.