

LAB Internship Executive Summary (Agenda-Ready)

1) Why we do this (Purpose)

Leaders Are Born (LABco) connects students and real industry professionals through real experiences. The Webinar Series is one of our main weekly activations because it:

- Creates consistent weekly connection
- Drives discovery calls and verified interest
- Converts participants into membership, mentorship, and program pathways

Your job as an intern is to help make webinar execution **repeatable, measurable, and transferable** from one season to the next.

2) The 4-Season Arc Model (Quarter-aligned)

We run webinars in **four seasonal arcs per year**, aligned to each quarter. Each season arc has:

- A **launch/onboarding window** (setup + role readiness)
- A **weekly execution rhythm** (same cadence every week)
- A **closeout + handover window** (clean wrap + transfer)

This keeps the system stable and makes it easy for new interns to step in without losing momentum.

3) Quarterly Closeout + Handover (Your end-of-season deliverable)

At the end of each season arc, interns and mentors complete a standardized handover package so nothing gets lost.

You will help produce:

- **Season recap:** what we executed, what worked, what didn't
- **Speaker pipeline status:** confirmed speakers, backups, outreach notes
- **Tech + platform readiness:** FrameVR/streaming setup notes, recurring issues, access confirmations
- **Compliance + quality notes:** what to repeat/avoid, what to watch for
- **Engagement + conversion outcomes:** attendance, discovery calls, follow-up conversion, next-step CTAs
- **Open loops + next priorities:** what's unfinished + what must happen in the first 2 weeks of next season

Closeout ends with:

- A short meeting
- Clear sign-off so the next team starts with clarity

LAB Internship Executive Summary (Agenda-Ready)

4) Pods + workflow ownership (How your work connects)

LABco runs through HQ + pods. The Webinar Series is cross-pod.

Pods include:

- Education
- Real Estate
- Medical
- Recruiting

This means your weekly webinar work supports multiple pipelines at once (speakers, partners, students, adult learners, and recruiting).

5) Role accountability (Rotating + Non-rotating)

Rotating intern roles (weekly execution roles)

These rotate so everyone learns the full operating system.

- **Host/MC:** live facilitation, timing, CTAs
- **Moderator:** compliance guardrails, Q&A routing, live safety
- **Producer:** platform readiness, tech checks, recording/upload
- **Speaker Wrangler:** speaker booking, pipeline buffer, backups
- **Follow-up Lead:** post-event follow-up, discovery calls, conversion to next steps

Non-rotating support roles (stability + quality control)

These roles keep the system stable across the season and across years.

- **Live Producer (Non-rotating):** show flow, transitions, run-of-show discipline, real-time coordination
- **Technical Director (Non-rotating):** tech standard, integrations, troubleshooting playbooks, access management
- **Social Media Editor (Non-rotating):** brand consistency, clips/highlights/captions/thumbnails, distribution-ready assets

Palmi's leadership role

Palmi ensures the system stays on cadence:

- Readiness checks
- Standards enforcement
- Clean weekly closeouts that roll into quarterly handover

LAB Internship Executive Summary (Agenda-Ready)

6) Membership pathways (What we're building toward)

Webinars are not “content for content’s sake.” They are designed to move people into LABco membership and deeper participation.

Membership tiers (current):

- Student Access (\$5/week)
- Professional Access (\$10/week)
- Executive Access (\$25/week)
- x10 ROI Executive Access (\$50/week)
- Season Experience Profile (\$10 profile activation)

The operating system will map tiers to participation roles and growth paths (example progression):

- Junior Director → Chapter Director → Executive Director / Lodge / Season Directors

7) Member value (What we promise the public)

Your weekly execution must match what members are told they'll receive:

- Weekly connection + workshops/webinars/events
- Priority registration
- Networking and career opportunities
- Resources/materials
- Rewards

BetaWorld context (how we deliver):

- Supports students: virtual classrooms, collaboration, discovery calls, networking
- Supports professionals/orgs: mentoring tools, recruitment, training, brand/social impact

8) Engagement tracking + individual P&L analytics (Weekly submissions)

Weekly submissions are how leadership sees what's working and where to intervene.

What we track:

- Outreach volume
- Attendance
- Follow-up completion
- Discovery calls
- Conversions
- Tools/resources used
- Time/effort + approved reimbursements

LAB Internship Executive Summary (Agenda-Ready)

Outcome:

- Individual-level P&L snapshot
- Rollups by week, pod, and season

9) Weekly leadership review (What gets reviewed)

Each week leadership reviews:

- Readiness status (speaker buffer, tech checks, role completion)
- Engagement metrics (attendance, follow-up, discovery calls)
- Conversion metrics (next-step CTAs, membership movement)
- Resource usage + cost flags
- Compliance + quality flags

This weekly discipline makes quarterly closeout possible.

CTA: Next working session (what happens after this 15-minute alignment)

After this Executive Summary review, we move into a deeper working session with Palmi to:

- Review the full Comprehensive Activations Source
- Confirm the quarterly handover package
- Validate membership tier-to-role mapping
- Finalize how weekly submissions translate into season performance + individual P&L