

SUMEET KAUR

Global Soccer Fan Festivals Intern,
Octagon
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➤ INTERNSHIP OVERVIEW:

Sumeet Kaur spent the summer as a **Global Soccer Fan Festivals Intern** with sports agency **Octagon**, supporting its client, **The Home Depot**, during the **FIFA World Cup 2026™** in the New York/New Jersey area.

The activation involved various elements such as a photo backdrop and an interactive city mural inside the Beckham's Backyard setup. Every shift was different, allowing Sumeet to interact with guests at every stage of the activation while working closely with her fellow interns to keep the experience running smoothly. While assisting fans throughout her shifts and preparing the space for the following day kept her busy, connecting with fans from all over the world made the experience rewarding.

➤ KEY TAKEAWAYS:

Creating memorable experiences often comes down to genuine conversations. While the activation experience went by quickly, some of her favorite moments were the conversations she had with fans from around the world. Whether they were talking about soccer, travel, or their World Cup experience, she learned that taking a few extra minutes to connect with someone can leave just as much of an impact as the activation itself.

Successful events are built on teamwork behind the scenes. Creating a seamless fan experience requires constant communication, flexibility, and trust between teammates. From rotating responsibilities throughout the day to supporting one another during busy periods, every person plays an important role in making the activation run smoothly.



SUMEET'S TIPS

- Don't talk yourself out of applying because you think it's too late, you don't have enough experience, or someone else is more qualified. I applied for this internship nearly two weeks after it was posted, assumed I had been ghosted after months without hearing back, and still ended up receiving an interview and an on-the-spot offer. Let someone else tell you "no" — **don't eliminate yourself first.**
- **Build genuine relationships**, not transactional ones. Don't approach people asking for jobs—approach them because you're genuinely curious about their story, their career path, and their advice. Listen more than you speak, ask thoughtful questions, and always follow up afterward. Opportunities often come from authentic relationships, and sometimes the follow-up is just as important as the first conversation.
- **Once you earn the opportunity, keep proving why you belong there.** Getting the internship is only the first step. Show up early, stay engaged, ask questions, support your teammates, and be someone your manager can rely on. Your work ethic, attitude, and consistency are what leave a lasting impression long after the internship ends.