

# Tribeca welcomes three interns to its 2021 programme

Tribeca Public Relations (Tribeca) has welcomed three new interns to its ongoing internship programme, with Bontle Sibanda, Vergas Mabunda, and Katleho Motaung joining the agency for a comprehensive six month programme.

Bontle completed her studies at the Tshwane University of Technology, and has joined Tribeca's programme to hone her agency-side communications skills, after an initial internship at Steve Biko Hospital in 2019.

Katleho has previous experience in radio, and has joined Tribeca's programme to build practical experience after her media studies and public relations courses at Boston Media House.

Vergas also completed his studies at the Tshwane University of Technology, with this role at Tribeca being his first foray into the formal working world.

"This group of interns has risen above the madness of the last 18 months, defying the complexities of a mostly virtual working environment to add an exciting energy to our teams and are already making the most of the work experience that we offer," says Nicky James, managing director, Tribeca.

All Tribeca's interns benefit from the agency's 'learn by doing' approach, and are fully integrated members of the teams that they work with. In addition to true work experience, all Tribeca's interns also complete an NQF approved workplace readiness programme, ensuring that they really do have all the skills that they need to secure a position in a public relations agency once they've completed the programme.

"That's if we don't hold onto them!" James says. "Our internship programme is driven by a determination to train young professionals entering the industry to meet our own high standards - and if we have vacancies available when they've completed the programme, we offer them the opportunity to stay with us on a permanent basis. It's been wonderful to see previous graduates of our programme stay with us and grow within the agency - we're so proud of what they have achieved."

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