

DI Luyao: Film Festival Media Operations

During my internship with the Macau International Children's Film Festival, I served as the head of the publicity team and was mainly responsible for planning and executing the event's promotional activities. My specific tasks included formatting and editing articles for the official WeChat account; organizing required documents, data, and image materials in real time; publishing text, image, and video promotional materials across all platforms to announce the latest event progress and the shortlisted film list; handling account review work and communicating with review agencies in real time to submit required materials promptly; and reviewing and supervising team members' work quality and efficiency to ensure the smooth progress of all tasks.



Through this internship, I learned many professional work skills, gained an understanding of the organizational structure and specific operations of a film festival, and accumulated valuable industry-related experience. But what I gained most was not a single technical skill, but a shift in mindset—from "finishing a task" to "owning a result." I learned to confirm requirements before starting, to communicate proactively when problems arose, and to reflect on what could be improved after completing a specific task. The most memorable moment was when I was formatting and editing a WeChat article for the first time, and my supervising teacher patiently pointed out every small detail I had gotten wrong. This made me realize that even

small details need to be taken seriously. In my subsequent work, this greatly improved my efficiency and quality, and I also received recognition from my superiors, truly feeling that even small contributions can create real value. My advice to future interns is: stay curious and proactive. Don't wait to be assigned tasks—you can proactively ask, "What can I do?" And don't be afraid to ask questions when you don't understand something. Build good relationships with colleagues, observe more, learn more, and reflect more, and treat every small task as a learning opportunity. Most importantly, be patient with yourself—you can't know everything on day one, and that's completely normal.