



Def Method Strategy and Operations Internship Pre-Interview Assignment

1. How would you describe Def Method in one sentence after viewing the website?
2. In your opinion, what is Def Method's unique value proposition?
3. Take a look at the events we've hosted in the past (you can check our Youtube channel). If you were to host a panel event at the Def Method offices what would it be focused on? Who would you invite to be on the panel? What would you ask them?
4. Please build a mock marketing email that you would send to the Def Method email list were you to be promoting this event to our followers. This can be a rough draft version.