

MADE MENTORSHIP

PROGRAM GUIDELINES



CONTACT

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PROGRAM GOALS:

Breaking into the marketing and advertising industry can be challenging. We hope this program provides a rewarding experience for mentors who want to give back, as well as an invaluable opportunity for students to learn about the industry and gain an edge at the start of their careers. Mutual goals include:

- Building leadership and communication skills
- Developing relationships in the industry
- Learning about different perspectives
- Making a new friend!

HOW TO MEET

- Meetings will be conducted virtually (e.g., Zoom, Facetime) or in-person, depending on mutual preferences. The mentee will introduce themselves to the mentor and schedule the first meeting.
- Pairs should meet at least once a month for 45 minutes to an hour between March and August. We encourage participants to set up all meetings in advance, at the start of the program, to ensure the time is blocked off.
- While the program officially lasts for six months, pairs are welcome to remain in touch.

DISCUSSION TOPICS AND ACTIVITIES

TOPICS TO DISCUSS IN YOUR MEETINGS



- Navigating an internship
- How to break into the industry after graduation
- Different career paths and roles in marketing and advertising
- How to continue learning beyond college
- Suggested skills for a successful career
- How to grow your network
- Long- and short-term career goals
- Navigating the challenges of work/life balance
- Personal anecdotes of successes/failures
- Interview tips
- How to stand out/personal branding
- Resume, LinkedIn, and portfolio feedback

ADDITIONAL ACTIVITIES COULD INCLUDE:

- Provide mock prompts or assignments to expose the mentee to an area or role they may be interested in. This will also help them build their portfolios.
- Allow the mentee to shadow you for a day. Invite them to sit in on meetings or calls to get a feel for what your job entails.
- Facilitate meetings or informational interviews with other members of your team or organization for the mentee

EXAMPLE PROGRAM STRUCTURE

We encourage mentors/mentees to choose a structure that works best for them. To help get you started, below is a sample template. The AEF will provide more detailed guidance throughout the program.

MEETING 1

Get to know each other by discussing educational, professional, and personal backgrounds. Mentees should take the lead in setting S.M.A.R.T. goals and align on expectations using the Mentorship Agreement Form (to be sent separately). Mentees are responsible for identifying action items and scheduling all future meetings.

MEETING 2

Check in on the mentee's progress and any challenges since the initial meeting. Discuss strategies to overcome obstacles, with mentors sharing relevant experiences. Set clear action items for the mentee before Meeting 3. Then confirm pairs are clear about the date/time of future meetings.

MEETING 3

At the midpoint, mentees should assess their progress and reflect on what's working well and what needs adjustment. Use this time to refine strategies to meet objectives. Outline next steps to prepare for the second half of the program.

MEETING 4

Mentees should drive the conversation by identifying specific areas where they need support. Dive deeper into practical strategies or resources the mentee has researched, with mentors providing insights where needed. Mentees should leave with clear action items to work on before the next meeting.

MEETING 5

Discuss long-term career planning, networking, and future opportunities. Mentors can provide advice on navigating the industry and making valuable connections, but mentees should come prepared with specific questions and ideas.

MEETING 6

The final meeting is an opportunity to discuss the mentee's progress. Celebrate successes and plan for how the mentee can continue building on their work. We encourage you to clarify the mentorship relationship going forward, including whether you'll continue to meet, if the mentee may contact you with questions or about future opportunities, etc.