

The purpose of the AMA Atlanta Mentorship Program is to put forth an exchange of professional ideas and development (marketing and other skill sets), friendship and expertise between highly experienced marketers and those at the beginning of their careers.

Participating mentors consist of executive-level marketers (or related fields) representing a wide variety of companies – from prominent brands such as Yahoo! CNN and The Coca-Cola Company, to small and medium sized businesses – all with proven track records in their fields.

The program will begin in the Fall – and we are currently recruiting participants.

**Mentee Benefits:**

- Gain key insights from experience marketers to help you define a career path in marketing
- Learn helpful hints to navigate through corporate politics and make a bigger impact in your current organization
- Establish a better understanding of what marketing is, how marketing benefits organizations and effective marketing tactics you can employ
- Share your day-to-day excitement and challenges with an unbiased mentor without judgment or retribution
- Develop and expand your network

**Mentor Benefits:**

- Stay in touch with how young marketing professionals think in finding ways to solve problems – keeping your skills sharp
- Fulfillment and satisfaction in helping others
- Help develop creative and independent thinking
- Opportunity to further develop your mentoring skills that can be applied within your own organization
- Payback for the support you received from others in the past
- Chance to network with your fellow mentors

**Mentee Requirements:**

- Two or more years of marketing-related experience with the desire for a long term career in marketing
- Must be an AMA member
- Commitment to have meaningful interactions with your mentor throughout the duration of the program (based on expectations you create with your mentor at the kick-off event)
- Strong interpersonal skills
- Attend Orientation and Graduation Events; set up regular meetings with your mentor

**Mentor Requirements:**

- Fifteen years of more of marketing or related experience (candidates with ten or more years may be considered based on specific experience)
- Seven or more years of mentoring and/or managing
- Preferably a member of the AMA, but not a must
- Strong interpersonal skills
- Attend Orientation and Graduation Events; set up regular meetings with your mentee

Time Required:

A partnership between the pairings must be developed in order to promote a successful relationship – so the more mutual commitment to the relationship, the more successful your relationship will be.

The program will begin in November of 2008 and run through the end of April of 2009. Although the only required events for the program are the orientation and the graduation sponsored by AMA Atlanta, we find that meeting monthly with your Mentor/Mentee, IN PERSON, fosters the best experience for both parties.

**Next Steps:**

If you are interested in participating, please complete the attached form and email it to [dayconnie04@yahoo.com](mailto:dayconnie04@yahoo.com), no later than October 24, 2008. We will contact you regarding pairings, etc.

Thank you for your interest in the AMA Atlanta Mentorship Program. If you have any questions, contact Connie Day at 404-556-2327 or email at [dayconnie04@yahoo.com](mailto:dayconnie04@yahoo.com).