

For immediate release

MEA ANNOUNCES 2023 MENTOR PROGRAM IN PARTNERSHIP WITH EVENTS AIR

Meetings & Events Australia (MEA) is proud to announce the 2023 launch of its popular Mentor Program.

MEA's mentor program is back to once again connect event professionals across the country in its tried and proven capacity for fostering skill and expertise sharing, and enhancing career progression prospects. This time it's being done with the support of long-time MEA friend, EventsAir, who will sponsor the program in 2023. Successful applicant mentees will be purposely matched based on their unique objectives with an industry expert who'll provide valuable counsel and growth guidance in a mentor capacity over the three-month period of April through June.

With the only caveat being current MEA membership required by mentees, the Mentor Program presents a fantastic opportunity for budding future leaders of the sector to take advantage of the knowledge and insights that current event industry veterans are eager to impart on them, irrespective of where they're based around Australia. As one of MEA's most valuable membership offerings, this rollout will aim to develop the skills and confidence of 25 events sector up-and-comers by nourishing their professional character. An online hosted platform will once again ensure a premium level of interaction, objective tracking, and provide valuable resources for participants.

Pleased to offer a Mentor Program once again to MEA's resurging membership, Chief Executive Office Peter McDonald said, *"MEA's Mentor Program is a multi-faceted investment in the future. Our availing this service to those of our members looking to improve their self-worth, career trajectory, and employer value enables them to accomplish those goals. They end the program a better version of themselves than the one who that started it, more empowered to achieve both professionally and personally. Concurrently, a more capacitated and skilled workforce is achieved, better insulating the greater industry against risk factors that could otherwise be its demise."*

Program Partner EventsAir's CEO Chris Ridd commented, *"We're delighted to play a part in setting up the next generation of the dynamic Australian events industry for successful careers. We're looking forward to supporting both the mentees and mentors during the program."*

He added, *"EventsAir has a long history of supporting the development of skills for this industry's entrants, providing graduates globally with comprehensive event management education and certification via our own Rising Star program. We have supported more than*

7,000 event planners' journeys to learn their craft and sharpen their skills. We see a strong correlation between our history of industry support and our new alignment with MEA's Mentor Program."

Interested in participating? Spots are limited so make sure you visit MEA's website to find out more today: www.meetingsevents.com.au/2023-mentor-program or email your expression of interest directly to MEA via cwatson@mea.org.au. Applications will close by **Monday 20 March 2023**.

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Images: Images supplied

Meetings & Events Australia logo supplied

EventsAir logo supplied

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