

For immediate release

## MEAs ANNOUNCES SECOND INTAKE INTO 2023 MENTOR PROGRAM, IN PARTNERSHIP WITH EVENTS AIR

**Meetings & Events Australia (MEAs) is proud to announce that an opportunity for a second intake into its 2023 Mentor Program is possible thanks to the support of Program Partner, EventsAir.**

A second 2023 round of MEAs's successful mentor program will run between Friday, 1 September and Thursday, 30 November. Dedicated to fostering skills, sharing knowledge and enhancing the career progression prospects for future leaders of our industry, MEAs's Mentor Program has a proven track record of preparing mentee participants to go on to hold senior event management positions within the sector.

MEAs members have until Wednesday 23 August to express their interest in taking advantage of the knowledge and insights that current industry veterans are eager to impart. As one of MEAs's most valuable membership offerings, this additional rollout will aim to develop the skills and confidence of 25 more events sector up-and-comers by partnering them with mentors who'll provide valuable counsel and growth guidance over the three-month period.

An online hosted platform will once again ensure a premium level of interaction and objective tracking and provide valuable resources for participants.

Pleased to offer a Mentor Program to MEAs's resurging membership for a second time this year, Chief Executive Officer Peter McDonald said, "MEAs has always been intentional about the betterment of the Australian events industry. We actively support and invest in the personal and professional development of our members within its workforce. Our mentor program facilitates 1-on-1, customised growth experiences for its participants. Come completion of the program, their enhanced individual skillsets, in turn, make for a more skilled greater industry."

Program Partner EventsAir's CEO Chris Ridd commented, "In an industry that has faced remarkable challenges over the past few years, initiatives like the MEAs Mentor Program have gained newfound significance, which is why EventsAir is delighted to partner on this program.

"At EventsAir, we've been dedicated to nurturing emerging event planners by offering comprehensive event management education and certification. With our renowned Rising Star program spanning Australia, the US, and EMEA, we've empowered over 7000 aspiring planners, fuelling their journey to expertise.

*"As we prepare the next generation for success in this dynamic sector, we are looking forward to engaging with both mentees and mentors, sharing insights from our three decades of experience."*

People interested in participating are encouraged to visit MEA's website to find out more information: [www.meetingsevents.com.au/2023-mentor-program](http://www.meetingsevents.com.au/2023-mentor-program), or to email their expression of interest directly to MEA via [cwatson@mea.org.au](mailto:cwatson@mea.org.au). Applications will close **Wednesday, 23 August 2023**.

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**About MEA:** Meetings & Events Australia is the collective voice of the events industry in Australia. With the largest network of event professionals in Australia, MEA has been supporting the careers of our members and advancing the interests of the event industry since 1975. MEA's membership represents the largest community of businesses and individuals across the Australian events industry that employs more than 229,000 professionals who stage, produce, manage, support and supply the 480,000+ events held in Australia annually. These events include major events, festivals, conferences, meetings, exhibitions, launches, seminars, special events, community events and much more for associations, corporations, government and the general public.

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