

PRESS RELEASE

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ECM launches new Mentor Programme for newly-appointed Meetings Industry professionals

European Cities Marketing (ECM) has launched its ECM Mentor Programme, during the ECM Summer School 2.0 this week. The industry supported initiative has been created to secure networking, relation building and knowledge exchange between newly-appointed and advanced professionals in the Meetings Industry.

This 12-month Programme is designed to help newcomers in the industry, who, due to the pandemic, have missed out on being introduced to the sector, thus lacking critical opportunities to build up their network, skills and knowledge.

In close collaboration with industry partners, **IAPCO, IBTM, ICCA, IMEX and HQ Magazine**, the ECM Mentor Programme is meant to be one of the collaborative solutions in this unprecedented period. Newly-appointed professionals will get the opportunity to develop their own professional network, strengthen their industry knowledge and be inspired by other destination business models. At the same time, it will give mentors (with at least 5 years of experience) an opportunity to contribute with their knowledge and benefit from the views, new perspectives and skill sets from newcomers.

"We are very proud of this new initiative. In these challenging times, this is also one more step to show the resilience of the Meetings Industry on the way to recovery. It is time for the established members of ECM and industry professionals to give back, to inspire, to share, and thus to make sure that our newly-appointed professionals get the best start in what we hope will be a long and successful meetings industry career. In the meantime, we're glad to give our mentors the opportunity to share their visions, to contribute with their vast experiences and to strengthen their network despite the turbulent times."

said Petra Stušek, President of ECM.

Mentors and mentees will be matched based on a range of criteria and will be part of a strong network. Participants are expected to invest approximately 90 minutes each month in working together using materials from the extensive ECM toolbox which will guarantee support all through the Programme. Matchmaking will take place in the second-half of September 2020.

#IMaMENTEE

ECM Mentees are newly-appointed professionals of the Meetings Industry living in Europe, with no more than 18 months of experience. The ECM Mentor Programme will allow them to focus on their professional & personal advancements and to contribute with their knowledge, share their visions and new perspectives on the Meetings Industry.

"Throughout the Programme, the mentee will get the opportunity to be introduced to different outlooks on the industry, receive professional guidance, develop their network and relations, gain new insights and be inspired by their mentors who are leaders in our industry. Being part of the ECM Mentees Network means knowledge exchange, discoveries, insights and best practices." says Sam Johnston, ECM Vice-President Meetings Industry.





#IMaMENTOR

ECM Mentors are Meetings Industry professionals living in Europe with more than 5 years of experience in this sector. Mentors will lend their experience and share their knowledge with someone who is new in the industry. To accompany the Mentor and the Mentee, ECM created a toolbox which includes extensive materials about the industry.

"The ECM Mentor Programme is a great opportunity for experienced meetings professionals to give back to the industry and to contribute to a new generation of young professionals. By becoming Mentors, they will have the chance not only to be the change they want to see in the world, but also to have the opportunity to work with, teach, learn and get fresh perspectives from a group of mentees from diverse backgrounds and with a broad range of talents and skill sets.."

- Bettina Reventlow-Mourier, Deputy Convention Director - Head of Congress, Wonderful Copenhagen

Please share this initiative and help create a network of professionals willing to Share, Meet and Grow!
#ECMMentorProgramme #WeAreECM

More information and registration on <https://www.europeancitiesmarketing.com/ecm-mentor-programme/>

****ENDS****

***European Cities Marketing** is a non-profit organisation improving the competitiveness and performance of leading cities of Europe by providing a platform for convention, leisure and city marketing professionals to exchange knowledge, best practice and widen their network to build new business. European Cities Marketing is promoting and linking the interests of members from more than 125 major cities in 39 countries.

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