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**IAS Launches *MENTORS@IAS* to accelerate talent development in the Marketing Communications sector**

Singapore, 6 April 2017 – Institute of Advertising, Singapore (IAS) has launched *MENTORS@IAS*, its latest collaborative effort on talent development, today.

*MENTORS@IAS* provides promising marketing communications professionals (the mentees) with the opportunity to be mentored by 22 of the most respected industry leaders in Singapore for an entire year. This programme forms part of a series of industry-wide talent attraction, retention and leadership development initiatives that IAS has worked closely with the Singapore Economic Development Board (EDB) on.

Marketing communications is a fast-evolving practice that offers exciting career pathways. In this dynamic practice, while professionals focus on continuous sharpening of their technical craft, they may not always have the best access to leadership development opportunities.

*MENTORS@IAS* creates an engagement platform for our young marketing communications professionals to be coached by the best in the business, learn how to rise up to challenges in their careers and be better prepared for leadership roles in the future.

To better allow for effective knowledge sharing and exchange, mentors and mentees have been paired according to their needs and backgrounds. The selection process started with IAS inviting nominations and applications for professionals with a keenness to improve their professional development. These professionals had to be in a managerial position while aged 35 and below. Candidates' career histories were then reviewed to shortlist those with high leadership potential. 22 final candidates were then selected through face-to-face interviews with a panel of mentors, who represent diverse views from advertising, creative, client and specialist services organisations.

Through the programme, both sides will meet at least once each quarter to discuss issues ranging from their skills set growth to career progression and pathways. Goals will be set between the pair from onset with learnings and progress shared and reviewed along the way. Training and facilitation sessions have also been arranged to enable effective sessions between the Mentors and Mentees.

Commenting on the initiative, **Clarence Chua, Director of Professional Services at the EDB**, said, "In response to intensifying competition for talent, the marketing industry needs to band together so as to better attract, retain and develop the best and brightest as leaders for tomorrow. In that regard, the EDB is highly encouraged by the initiative of the IAS and visionary industry leaders in making the *MENTORS@IAS* a reality. We look forward to more of such industry-led efforts."

**Shufen Goh, President of IAS; Co-Founder & Principal of R3 Worldwide**, added, "The changes faced in the industry will be a constant and to be on top of the game, we need to be connected and nimble. IAS is honoured to have EDB as its partner to help fast track our young talents to ensure the vitality of the industry."

**Chris Riley, a mentor on Mentor@IAS; Group Chairman, Ogilvy & Mather Singapore** commenting on the quality of young talent: “It is always refreshing and surprising to meet a broad range of (young) talent in the marketing industry to learn about their perspectives and thoughts on how they participate in what's going on...we saw some very bright sparks, some powerful innovative thinking, and a great deal of passion on display. As a company leader, this gives me a lot of hope about the future of our industry if we can keep these type of people engaged.”

In addition to *MENTORS@IAS*, EDB and IAS have also collaborated on the following programmes aimed at young talents for the marketing communications industry. These programmes include:

- **Careers Fair**, an annual event since 2014, it is the only marketing communications careers fair targeted at undergraduates and graduates, designed to attract and introduce students to the industry. A total of 750+ students (23 Feb 2017, Red Dot) attended the fair in 2017. Learn more at <http://ias.org.sg/ias-wp/events/ias-careers-fair-2017/>
- **UPSTARTS**, a graduate placement programme where structured training and exposure to varied roles form part of the overall on-the-job experience. Learn more at <http://ias.org.sg/ias-wp/events/upstarts/>

*The complete list of the industry leaders who will be mentors for MENTORS@IAS can be found at <http://ias.org.sg/ias-wp/mentorsias/>*

For more information, please contact:

David Aw Yong, Manager, Programmes and Community, IAS

Tel: 6220 8382

Email: [david@ias.org](mailto:david@ias.org)

## **About the Institute of Advertising Singapore**

The Institute of Advertising Singapore (IAS) was founded in 1990 with the aim to position Singapore as an internationally recognised “centre of excellence” with world class advertising professionals, international best practices and industry leading creative output. The IAS has several highly successful business platforms for the advertising and marketing communities to meet, collaborate and raise the standards of the industry as well as encourage continuous education. In 2008, the Institute of Advertising conceptualised and launched the successful World Effie Festival (WEF) and the Asia Pacific Effie Awards. The IAS has also organised the Singapore International Advertising Congress since 1998. It is the national organiser for the Singapore Advertising Hall of Fame Awards as well as the Academy of Judges (For Advertising & Marketing Awards), The Academy of Creative Directors and The Annual campaign for Singapore’s Most Influential Creative Directors. It also organised the Effie Singapore Awards, which is recognised worldwide as the gold standard for marketing effectiveness.