



Dear Mentee-to-be,

Talent is the most important asset in our industry. Year 2017, IAS with EDB is launching Mentors@IAS Programme.

This is targeted to help develop mid-level high potential Singaporean advertising people in their career growth and development through a mixture of mentoring and coaching by some of the most senior management in the industry.

It is a privilege to have senior industry management who are committed to help develop the next generation. To find out who they are, please go to <http://ias.org.sg/ias-wp/mentorsias>.

20 Successful Mentees will be selected for this programme. Mentor/Mentee meet-ups will happen 4 times over 12 months period.

These are primary criteria to qualify if you

- * are a Singaporean
- * at least a Manager at your work place
- * are under 35 years old

So if you feel such an opportunity will benefit you over the next year to help you widen your views, develop and achieve your career goals, please either fill in the application form accompanying this letter or contact Lindy at lindy@ias.org.sg to find out more about the programme.

Thank you.
IAS

MENTORS@IAS 2017

MENTEE Application form

(*eligible for Singaporeans)

Contact Information

Name			
Title			
Company			
Address			Postcode :
Contact details	Mobile:	DID:	Email:
Age on Jan 01 2017	NRIC :		
Designation			

Background

- 1) Please share with us three broad goals / areas you would like to achieve when you participate in this Mentorship Program?
- 2) What are your strengths and qualities which you feel you can harness upon in your scope of work ?
- 3) What are some of your frustrations or problem areas that you think you would like to improve on professionally ?
- 4) Please indicate which category that applies to you ((Mark all that apply):

Account Management	Y/N	Creative	Y/N	Digital	Y/N
Marketing	Y/N	Media	Y/N	PR	Y/N
Technology	Y/N	Others :			

- 5) Let us know some of your hobbies and interests:

- 7) What would you be looking for in an ideal mentor?

****Please attach your CV to this submission****

Please send your application to Cassandra - cassandra@ias.org.sg