



**Female Leaders of
Tomorrow:**

**APPLICATION
FORM**





APPLICATION FORM

Female Leaders of Tomorrow is a Mentoring Programme launched by the IMAA to guide and support emerging female leaders within the independent industry as they navigate their career paths and progress within media.

This programme aims to create a support network between accomplished industry leaders (mentors) and programme participants (mentees). The programme aims to provide valuable guidance, knowledge sharing, and professional development opportunities through the creation of this network.

Through a collaborative relationship, mentees will have the opportunity to learn from the wisdom and experiences of their mentors, gain valuable industry insights, expand their professional networks, and enhance their skills and capabilities. Ultimately, the mentor programme seeks to empower mentees, support their growth, excel in the industry, and enable them to achieve their career goals.

Why Take Part?

The IMAA is determined to make this Mentoring Programme a sought-after learning and networking opportunity for all Participants. We have selected a range of high-calibre Mentors and designed an impactful and aspirational programme. This should be viewed as a career milestone/accolade but, importantly, one that will fit in with your day job. In addition to the above, there is a broad range of proven benefits that a mentoring relationship of this type can provide, including:

- A sought-after learning and networking opportunity.
- An impactful aspirational programme.
- A career milestone/accolade and recognition that you have been identified as talent within their agency.
- A programme 'that fits in with your day job'.
- Access to highly experienced media experts that will be vested in your success.
- The ability to gain highly relevant practical insights, guidance, and advice
- Develop your interpersonal and communication skills.
- Help you overcome career challenges and roadblocks.
- Support your career development ambitions.
- Personalised guidance to help you turbocharge your career.

When Will It Run?

Applications are open now and close on **Friday 25th August**.

How to apply?

Step 1: Create a short 2 mins max video stating why you would like to take part and what you hope to get out of it. This video then needs to be sent to info@theimaa.com.au

Step 2: Accompanying your video, send a letter of endorsement from your MD/GM/CEO outlining why you would be a great candidate and send to info@theimaa.com.au

Step 3: Complete the application form via the website or email to info@theimaa.com.au



IMAA MENTEE APPLICATION FORM

1. NAME _____

2. AGENCY _____

3. ROLE / POSITION _____

4. # OF YEARS AT CURRENT AGENCY _____

5. # OF YEARS TOTAL AGENCY EXPERIENCE _____

6. WHAT'S YOUR LINKEDIN URL? _____

7. WHY WOULD YOU LIKE TO BE INVOLVED IN THIS PROGRAMME? PLEASE INCLUDE THE SPECIFIC AREAS YOU WOULD YOU LIKE YOUR MENTOR TO SUPPORT YOU

8. A GOOD 'FIT' OF MENTOR IS CRITICAL SO PLEASE BE EXPLICIT HERE IF YOU HAVE ANY PREFERENCE AT ALL IN RELATION TO YOUR MENTOR'S GENDER, EXPERIENCE, POSITION, STYLE. THIS IS IMPORTANT TO ENABLE US TO FIND YOU THE OPTIMAL MATCH.

9. WHAT ARE YOUR GREATEST STRENGTHS? _____

10. WHAT ARE YOUR INTERESTS OUTSIDE OF WORK? _____

11. IF YOU HAD TO DESCRIBE YOURSELF (SELECT ALL WHICH APPLY): E.G. SPORTS NUT, TECHIE, SOCIAL BUTTERFLY, DOG LOVER, FOODIE, HEALTH NUT, TRAVELLER, ETC.

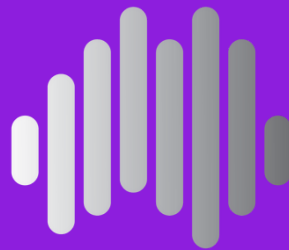


IMAA APPLICATION FORM

EVALUATION CRITERIA

1. Meets the criteria: IMAA member, experience, job role.
2. The strength of the mentees' Application.
3. Employer endorsement.
4. Video application.
5. Professionalism criteria: LinkedIn page.





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www.theimaa.com.au