



Introducing the World Social Marketing Conference's first-ever speed mentoring session

The power of mentorship is undeniable and as the mission of WSMC is to act as a vehicle to help build a global movement dedicated to capturing, spreading and nurturing good practice in Social Marketing, the 2017 conference will see the launch of the first speed-mentoring session hosted by Melissa K Blair.

Modeled after speed dating, speed mentoring is a concept that focuses on quick-hit information and time-efficient networking through a series of short, focused conversations about specific questions or topics.

At the WSMC speed-mentoring session, new social marketing professionals (Less than 7 years of social marketing experience) will have the opportunity to participate in three separate discussions with up to three seasoned social marketing professionals (7+ years of social marketing experience). Mentors and mentees will meet for 10-minute time slots each in a round robin model.

There will be two separate tracks for practitioners and academics to ensure that participants are able to connect with those directly in their preferred area of social marketing. If a new professional would like to meet with both practitioner and academic mentors – this can be arranged.

Invite to Mentors

Did you have a mentor who made all the difference when you were starting out in social marketing?

Ever wish you could “pay it forward” by supporting new social marketers? Come join us to explore the power of mentoring!

From this speed-mentoring session you will be able to:

- Share and impart your wisdom, thinking and ideas
- Meet and foster the next generation of social marketers creating growth and sustainability in the field
- Increase your personal networks and the potential to meet candidates for jobs, research, projects etc.
- Learn and grow in new and diverse areas by learning from the Mentees

If you're interested in participating as a mentor, please RSVP for this session by contacting Melissa Blair at blair.melissak@gmail.com



16-17 May 2017
Renaissance Arlington Capital View Hotel
Washington DC, USA

Invite to Mentees:

Are you relatively new to the world of social marketing? Are you looking to answer some questions about the field or seeking advice on getting ahead in the industry?

This speed-mentoring session is a terrific opportunity for new social marketing professionals to seek guidance, knowledge, and wisdom from mentors who have “been there and done that.”

From this session you will be able to:

- Learn from leading industry experts
- Navigation skills for the complex social marketing field and environment
- Increase to the personal networks with the potential for job, research or project outcomes
- Share wisdom, knowledge and understandings with the Mentor

If you're interested in participating as a mentee, please RSVP for this session by contacting Melissa Blair at blair.melissak@gmail.com