



**Upstarts for Mentors**

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# Upstarts for Mentors

## Overview

The ICAD Upstarts Programme is a mentorship programme which helps to prepare emerging creative talent for the industry, introduces the industry to their work, and develops their skills and thinking along the way. We would like to invite mid-level and senior creatives to apply to mentor a 2023 Upstart. ICAD Upstarts is an unparalleled training opportunity for emerging creatives but Upstarts also represents an opportunity for mentors to develop their leadership skills, preparing mentors to one day step into the role of creative direction.

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## What's Involved

The Upstart/Mentor relationship can be highly rewarding for both participants. Many go on to maintain professional relationships throughout their careers, often employing Upstarts, working together etc. Mentoring an Upstart is a great way to develop leadership skills, but also can be a highly rewarding and tangible way to give back to the industry and genuinely affect someone's career for the better. While helping the Upstart to develop their creative skills is a big part of the role, bolstering confidence, offering general advice on presenting to and engaging with creative directors, and providing insight into the industry are other key aspects of the role. Ultimately your job is to support the Upstart and help them navigate the programme both on a basic level (responding to briefs) and as a whole (making the most of connections and becoming confident, industry-ready individuals).

- There are 2-3 events through the course of the programme in which mentors are asked to attend in person eg. the initial programme launch where mentors are assigned, and the final exhibition. Plenty of notice will be given for such events.
- Mentors are asked to commit an hour 1:1 (this can be one session or split across 2 meetings/calls).
- Mentors are asked to be contactable within reason (we do not expect you to answer emails immediately or give a phone number if you would prefer not to be contacted in that way).
- Although mentors are asked to take a lead in scheduling meetings, this should be a reciprocal relationship. We encourage the Upstarts to act professionally, and part of the process is learning to navigate your professional schedule and their own. It is worth noting that many Upstarts will also be working either in the industry currently or in other full or part-time jobs.

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## Support

ICAD is available throughout the programme to support mentors and Upstarts alike. ICAD will share Upstarts briefs on a weekly basis and will periodically check in on both participants to ensure things are running smoothly. We encourage mentors to reach out at any time if the relationship is proving difficult to manage for whatever reason (conflicting schedules, sudden increase in workload, etc.) and we can help navigate and find a solution.

ICAD will provide mentors with a schedule by early January 2023 so they can have full oversight of the Upstarts pressure times and can plan and schedule accordingly.

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## Contact Us

info@icad.ie  
0877733079

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## Apply

If you would like to mentor please apply here!

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## Thanks

The 2023 ICAD Upstarts Programme is brought to you with the generous support of BBH.



BBH is a full-service creative agency founded in 1982. Our logo, the black sheep, represents the power of difference – because when the world zigs, we zag. In 2022, we brought this philosophy to Ireland and opened the doors of BBH Dublin.