



The SITE Southeast **PATHWAYS Mentorship Program** is designed to empower members by fostering meaningful, one-on-one connections between seasoned professionals and those eager to grow within the industry. This program pairs experienced leaders with mentees who are looking to advance their careers, develop new skills, grow industry connections, and gain valuable insights into the dynamic world of incentives and events.

Program Objectives

- **Leadership Development:** Cultivate the next generation of leaders by providing guidance, knowledge-sharing, and strategic advice.
- **Professional Growth:** Support mentees in achieving their career goals through tailored mentoring, skill-building, and networking opportunities.
- **Diversity and Inclusion:** Promote a diverse and inclusive environment where different perspectives and backgrounds are celebrated, enriching the learning experience for both mentors and mentees.
- **Community Building:** Strengthen the bonds within the SITE Southeast chapter by fostering strong, supportive relationships that contribute to the overall success and cohesion of our community.
- **Member Engagement:** Enhance member satisfaction and retention by offering enriching experiences that contribute to personal and professional fulfillment.

How It Works

- **Application Process:** Members interested in participating as either a mentor or mentee can apply through the SITE Southeast chapter. The application process ensures that participants are thoughtfully matched based on their goals, interests, and expertise.
- **Mentorship Matching:** Once matched, mentor-mentee pairs will collaborate on setting clear objectives and goals for the mentorship relationship. Regular meetings and check-ins will help track progress and adjust strategies as needed.
- **Program Support:** The program includes resources, workshops, and events to support the mentorship journey, ensuring that both mentors and mentees have the tools they need to succeed.
- **Evaluation and Feedback:** Participants will have opportunities to provide feedback on their experience, helping to refine and improve the program for future cohorts.

The **PATHWAYS Mentorship Program** is a pivotal part of our commitment to developing members and fostering a culture of continuous learning and support within SITE Southeast. By investing in our members' growth, we not only enhance individual success but also strengthen the entire chapter, ensuring a thriving and resilient community for years to come.

MENTOR AND MENTEE REQUIREMENTS

SITE Southeast Mentee

- Mentee must be considered an Emerging Leader - 35 years or younger **OR** 5 years or less Incentive industry experience.
- In the first month of program, mentees will provide the Vice President of Emerging Leaders with three (3) specific goals to achieve during the program.
- Schedule and participate in monthly calls with their mentor to discuss the monthly topic and complete the Monthly Program Worksheet. Following the call, the mentee will submit the Program Worksheet to VP of Emerging Leaders.
- The program has a duration of 12 months. Towards the end of the program (usually in September) the mentee will deliver an 8 to 10-minute presentation to the SITE Southeast Board, reflecting on their time in the mentorship program. (Presentation content in following pages.)
- Attend quarterly virtual education webinars. These can be provided by SITE Southeast or SITE Global, but the goal is to find one that will provide CEU credits with EIC.
- Attend bi-monthly check-in group calls scheduled and organized by the VP of Emerging Leaders. These calls will be an open forum for any questions pertaining to the mentorship journey.

SITE Southeast Mentor

- Mentor must be a SITE Southeast member, and in good standing with the chapter.
- Commitment to a 12-month program, with monthly mentor/mentee calls.
- Assist your mentee with their monthly worksheets.
- Assist your mentee with completing their presentation in September.
- Assist your mentee with identifying available webinars that align with their career goals.
- Attend quarterly check-in group calls scheduled and organized by VP of Emerging Leaders. These calls will be an open forum for any questions pertaining to the mentorship journey.

PROGRAM EXPECTATIONS

Expectations For Mentees

- Selection for the program, as application does not guarantee automatic acceptance.
- Dedication to allocating time and scheduling for mentor meetings.
- Willingness to embrace mentorship with grace and professionalism.
- Completion of the online SITE Southeast Mentee Profile Form.
- Completion of monthly worksheets following guided prompts.
- Participation in at least one (1) SITE Southeast committee.
- 10-minute presentation in September.

Expectations For Mentors

- Acceptance into the program, as application does not guarantee automatic acceptance.
- Membership in SITE Southeast Chapter.
- Commitment to attending mentor-mentee meetings.
- Willingness to impart guidance with empathy and professionalism.
- Possession of at least five years of supervisory experience within the event, meeting, or travel sector.
- Submission of the SITE Southeast Mentor application.
- Completion of monthly worksheets following guided prompts.
- Completion of grading rubrics and attendance of all mentee final program projects.

Joint Responsibilities

- Consistently exhibit professional ethics.
- Punctuality and professionalism in all interactions.
- Mutual respect for each other's time.
- Embrace the chance to learn from one another!

Extra Gains

- Exposure to fresh insights, viewpoints, learning opportunities, and resources.
- Platform for networking.
- The gratification of knowledge sharing.
- Direct contribution to shaping future chapter leaders.
- Enhancement of coaching and leadership competencies.
- Mentees gain diverse perspectives.

Mentorship centers on building relationships. While career guidance is paramount, it extends to other facets. Career aspects elevate mentee's professional growth, honing expertise and job skills.

MENTORING PROCESS

GROW – GOAL, REALITY, OPTIONS, and WILL

With a focused and flexible framework, the mentee and mentor can follow the GROW process. GROW is a four-step process that enables the mentee/mentor to track the mentee's process during the program. GROW is for our mentee to prepare for the next level of their business.



MONTHLY PROGRAM OUTLINE

March: Establishing the Foundation

- Focus: Introduction & Goal Setting
- Prompts:
 1. Introduction: Share your career journey. What inspired you to join the hospitality/event planning industry?
 2. Goals: What are your career goals for the next 5 years? How can this mentorship program help you achieve them?
 3. Strengths & Weaknesses: Identify one strength and one area for improvement in your professional life.
 4. Expectations: What do you expect from your mentor/mentee in this program?
- Worksheet:
 - Goal Setting Worksheet: Define 3 specific goals you want to achieve during the program and submit them to the VP of Emerging Leaders.
 - SWOT Analysis: Outline your strengths, weaknesses, opportunities, and threats in your current role.

April: Building Professional Skills

- Focus: Skill Development & Networking
- Prompts:
 1. Skill Assessment: What skills are critical for success in your role? How do you assess your proficiency in these skills?
 2. Networking: How do you approach networking within the industry? Share a networking success story.
 3. Time Management: Discuss time management strategies that have helped you balance workload and personal life.
 4. Continuous Learning: What resources (books, courses, podcasts) have you found valuable for professional growth?
- Worksheet:
 - Skill Development Plan: Identify 2-3 key skills to focus on improving and creating an action plan.
 - Networking Strategy: Develop a personal networking plan, including goals for expanding your network.

May: Strategic Thinking & Leadership

- Focus: Leadership & Strategic Planning
- Prompts:
 1. Leadership Styles: Discuss different leadership styles. Which style resonates with you, and why?
 2. Decision Making: Share a challenging decision you've made and the process you used to reach it.
 3. Strategic Planning: How do you approach strategic planning in your

current role? What are the key elements of a successful plan?

4. Mentorship Reflection: Reflect on your mentorship experience so far. What have you learned, and how has it impacted you?

- Worksheet:

- Leadership Reflection: Write about your leadership style and how you can adapt it to different situations.
 - Strategic Planning Exercise: Outline a strategic plan for a hypothetical project, including goals, timeline, and resources.

June: Career Development

- Focus: Career Growth & Professional Development

- Prompts:

1. Career Pathways: Reflect on your career journey and identify potential future paths. Where do you see yourself in 5-10 years? What steps do you need to take to get there?
2. Skill Enhancement: Identify key skills you want to develop further. How can you leverage your current role or resources to build these skills?
3. Personal Branding: Discuss the importance of personal branding in the hospitality and event planning industries. How can you improve or refine your personal brand?
4. Networking & Relationships: Reflect on the importance of professional relationships. How can you continue to build and maintain a strong network?

- Worksheet:

- Career Development Plan: Create a detailed career development plan outlining your goals, necessary skills, and a timeline for achieving them.
 - Personal Branding Strategy: Develop or refine your personal branding statement, including key messages you want to communicate about your professional identity.
 - Networking Action Plan: Identify 3-5 key industry contacts you want to build stronger relationships with and outline steps to connect with them.

July: Innovation & Industry Trends

- Focus: Embracing Innovation & Keeping Up with Industry Trends

- Prompts:

1. Industry Trends: What are the top trends currently shaping the hospitality and event planning industries? How do you stay updated on these trends, and how do they impact your role?
2. Innovation in Your Role: How have you integrated innovation into your current position? Can you share an example of where you successfully implemented a new idea or technology?
3. Future of the Industry: Where do you see the hospitality or event planning industry headed in the next 5-10 years? How can you prepare for these

changes now?

4. Adapting to Change: Discuss strategies for staying adaptable in a rapidly evolving industry. What skills or mindset shifts are necessary to thrive amid constant change?
- Worksheet:
 - Trend Research: Research two major trends in hospitality or event planning. Summarize how these trends could affect your career and how you might incorporate them into your work.
 - Innovation Strategy: Create a plan to introduce a new innovation (technology, process, or idea) in your current role or workplace. Outline steps, potential challenges, and expected outcomes.
 - Adaptability Assessment: Reflect on a time when you had to adapt to a significant change in your career. What skills or approaches helped you succeed?

August: Personal and Professional Growth

- Focus: Reflecting on Achievements & Setting New Goals
- Prompts:
 1. Self-Reflection: Reflect on your journey over the past six months in the mentorship program. What were your biggest achievements? What challenges did you overcome?
 2. Skill Development: Evaluate the skills you've developed during this program. Which skills have you strengthened, and which ones do you still need to work on?
 3. Goal Setting for the Future: Based on your experiences and reflections, what new goals would you like to set for the next year? How will you achieve them?
 4. Work-Life Balance: Discuss the importance of maintaining a healthy work-life balance. How have you managed this during the program, and what strategies will you continue to use?
- Worksheet:
 - Personal Growth Reflection: Write a reflection on your personal and professional growth during the mentorship program. Identify key moments that contributed to your development.
 - Skill Development Plan: Revisit your original skill development plan from October. Update it with new goals and strategies for continued growth.
 - Goal Setting Worksheet: Create a new set of goals for the next year, including both short-term and long-term objectives. Break down these goals into actionable steps.

FINAL PROJECT & PROGRAM CONCLUSION

At the conclusion of the program, mentees are required to present their progress to the SITE Southeast Board. The presentation will require each mentee to create a PowerPoint with 3-5 slides with an 8-10-minute presentation outlining learning results based on the three (3) goals given at beginning of program.

- Virtual Presentation to SITE Southeast Board:
 - Mentor Introduction: Before each mentee's presentation, their mentor will give a brief overview of the mentorship experience, sharing insights on what they learned from the program and the growth they observed in their mentee.
 - Each mentee will deliver an 8-10-minute 3-to-5 slide presentation to the SITE Southeast Board, reflecting on their time in the mentorship program.
 - Presentation Content:
 - Introduction Slide: Name, Background, Company Information, Interesting "Self" Facts, etc. (Help the Board get to know you.)
 - Overview of Goals/Progress Slide: Mentees will list their three (3) target goals submitted at the beginning of the program and explain the trials and learning experiences through the SMART process.
 - Achievement Reflection: Mentees will demonstrate how they accomplished their goals, sharing specific examples of what they learned and how they applied this knowledge in their professional lives.
 - Future Think Slide: Mentees will discuss how they will use the information and insight they learned throughout the program and explain any future goals. These should include contributions to the industry along with how they intend to promote other Emerging Leaders.

Program Conclusion

- Upon completing the program, each mentee will receive a membership to SITE Southeast.
- Additionally, one mentee will be awarded a scholarship to attend the SITE Emerging Leader Conference in Las Vegas in 2026. This winner will be determined by the grading system laid out in the Final Project Section.

For inquiries about the program, reach out to [Tiffany Newsome](#), Vice President of Emerging Leaders, SITE Southeast