

WICT Mentorship Program

The WICT Washington, DC/Baltimore Chapter is proud to invite you to become a sponsor for our new Mentorship Program that will be launching in March 2014.

Overview of Program

In order to keep abreast of all of the changes in our industry and continue to foster and develop great talent, the Washington DC/Baltimore Chapter has decided that a Mentorship Program is crucial to the development of leading talent for generations to come.

We are offering this as a way for our members to get great, hands-on, local access to training that may not otherwise be available to them. We hope to be helping out individuals as well as local companies in having to avoid investing large amounts of dollars into the cost of travel and costly fees to other conferences and training programs that are offered outside of our local metro area and not accessible by all.

Our program will consist of 3 major sessions of the kick-off, mid-point check-in and graduation. The major sessions will be run and facilitated by world-class coaching executive, Shannon Cassidy, founder of [Bridge Between](#). Shannon's extensive experience creating and facilitating similar type of programs for such notable cable and telecom companies like **Comcast, Cox Communications, Turner Broadcasting** and others made her company the best partner for us to execute a world class mentoring program for our chapter. Our program will also include a custom assessment on skills and where each mentee stands, so that goals and objectives for the program can be laid out from the beginning and tracked all the way through completion of the program. In between these sessions all participants will be responsible for setting up their own meetings and tracking against their goals.

Why Be a Sponsor for our Mentorship Program?

We are making our own level of investment into creating this program offering for our members as we believe mentorship provides crucial tools, networking skills and training for our members to grow into tomorrow's leaders. But we cannot do this alone and are looking for a few, key select partners to not only kick off our program and help us grow for the years to come. In return your company could receive some of the following benefits:

- ✚ Ability to market your services and brand to our 800+ Membership base.
- ✚ Ability to be recognized by local as well as national Cable and Telecom executives from the area's leading companies: Comcast, Time Warner Cable, National Cable & Telecommunications Association (NCTA), Cox Communications, BET, TV One, National Geographic and Discovery Communications to name a few.
- ✚ Opportunities to network with the Cable and Telecommunications industry leaders and decision makers at our mentorship events as well as other WICT events throughout the calendar year.
- ✚ Opportunities for marketing across all of our WICT Chapter related web-sites and social media sites.
- ✚ Recognition of your support in the press and other industry outlets.
- ✚ Recognition of your key level of support at our annual TouchStones Awards event and other select events and webinars throughout the year.