



Policy Letter #5

**Member Mentoring Program
8-26-08**

Subject to change by the Board of Managers

The DMC Network Mentor Program Overview

The DMC Network mentor program is an effective means of welcoming new partners into our network, facilitate their integration and expedite the discovery of the numerous partner benefits. Through an experienced and well-respected mentor, new DMC Network partners are aligned with an interactive guide who will assist the new partner to maximize the opportunities during the first year of partnership.

Benefits for the new DMC Network Partner

- Prompt integration into DMC Network
- Familiarization with DMC Network policies, procedures, Network partners and clients
- Seasoned industry advisor with whom to share concerns, issues, tips and feedback

Benefits for the DMC Network

- New partner recognition and encouragement
- Vested role in the development and integration of qualified DMC Network peers
- Effective resource for new ideas and outside perspectives
- Increased commitment, productivity and satisfaction of new partners which nurtures a sense of community and partnership

Contact Information:

Your mentor is:

Network

Diane B. Lyons, CMP, DMCP
President – ACCENT on Arrangements, Inc.
Chair of the Mentor Program-DMC

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**To be placed in New Member packet.*



Program development for internal use

Roles and Responsibilities of Mentor Program

Chair & Committee Responsibilities

- The chair and committee has the responsibility to develop and manage the guidelines for the mentor program for the DMC Network
- The chair and committee will establish criteria and recruit mentors
- The chair and committee works with Membership to ensure that appropriate documents are included in the Welcome Packet
- The chair and committee will make every effort to align new members with a volunteer mentor whose destination and/or corporate culture are similar in order to better relate integration, member benefits, logistical questions and challenges
- The chair and committee will develop mentorship forms, standards and evaluation for this program
- The chair and committee will discuss and review the success of the mentoring program with both the mentor and new partner at the conclusion of the first 30-days, at the 6-month period as well as at the conclusion of the first year

The Mentor

Non-Board of Managers DMC Network partners are required to volunteer as a mentor for a period of one year.

Qualities of a Good Mentor

- A mentor has qualities of wisdom, guidance and experience in Destination Management as a partner for the DMC Network
- A mentor has the ability to listen, coach, advise and give tips and encouragement in a way to build strong partner relationship
- A mentor is a seasoned professional and confidential advisor who promotes ethical integrity in the Destination Management profession

Mentor Commitment (this position requires a monthly commitment of 1 ½ hours)

- The mentor will volunteer for a one year period
- The mentor will sign a commitment oath to uphold the operating standards of the DMC Network mission
- The mentor will contact the new partner in advance of DMC Network meetings to schedule an advance meeting on location to address any questions
- The mentor will know and teach procedures and practices for both short and long-term DMC Network goals



- Confidentiality- The mentor will treat all dealings and discussions in confidence. There is no evaluation or assessment of new partner by mentor, only supportive guidance and constructive criticism for efforts
- The mentor will make a minimum time commitment of 1.5 hours per month as well as two face to face meetings during a Network meeting or tradeshow with the new DMC Network partner

Suggested DMC Network Mentor Commitment Schedule

To be developed

Send a package to the new Partner to review together with the following:

- Call and introduce self to new partner within the first 30 days
- Set up a monthly one-on-one meeting with mentee (1-1.5 hour commitment)
- Schedule two face to face meetings during a Network meeting or tradeshow with the new DMC Network partner (approximately 2 hours per meeting)

Change Mentors

In the event of changing commitments, incompatibility or where the relationship is not mutually fulfilling, the new partner or DMC Network mentor will seek input, informal advice and potential realignment from the Mentor program chairperson. It is important to recognize that changes can and will be made without prejudice or fault.

- Changing of mentors will be considered if the new member suggests mentor is clearly and consistently disinterested in the program, discourages or undervalues the new partner's abilities, indicates conflict or interest or form of prejudice, or simply appears to be incompatible

Review of Mentorship Program

The Board of Managers, Chair and Committee will review the DMC Network Mentorship Program annually. The Board of Managers will advise and consult mentors and new partners for advice and feedback during each program.

An evaluation will be sent to new members annually to evaluate the program.