



yMedia  
CHALLENGE

Mentoring a Team



# yMedia

What is the yMedia Challenge 2010?

yMedia connects students, industry and not-for-profit organisations to develop and implement new media initiatives for collective growth.

## TERTIARY STUDENTS

Are often uncertain of their career path after study and therefore need **practical experience** and an **introduction to the industry** to help increase their employability.



## NOT-FOR-PROFITS

Are often lacking in time, funds, resources and expertise to explore the benefits of new media initiatives and therefore need **dedicated support** to help **increase their competency online.**

## INDUSTRY PROFESSIONALS

Have a wealth of knowledge and experience and can therefore **provide guidance and insight to talented students**, while gaining a strong understanding of their capabilities for potential employment opportunities.

## How does it work?

### yMedia:

- Matches students with not-for profit organisations to form a team.
- **Appoints a talented and insightful industry mentor to each team.**
- And runs an eight week challenge each year — in which students help to improve community groups marketing or operations through **innovative** ICT based solutions — like building websites, developing CMS, improving internal documentation systems, introducing a social media platform — the options are as endless as your imagination and **creativity.**
- Throughout the challenge we run fun and informative workshops and provide helpful resources to assist with both community group development and student growth and **education.**

Throughout the first three years of the initiative, we've had numerous success stories. yMedia Challenge graduates have been employed at Saatchi & Saatchi, Chrometoaster, Sun Microsystems, gardyneHOLT, Touchpoint, Terabyte, Brave New World, Consortium, SlamXHype, Porter Novelli, and many other industry leaders, as a result of the relationships formed through the challenge. And it goes without saying that community groups have also had great results growing their online profile, networks and capabilities.

## When does it all happen?

- Workshop Series:
  - #01 - Brand Aid: 5th May
  - #02 - Elevator Pitching: 12th May
  - #03 - Traditional Tricks for New Media: 19th May
  - #04 - Smooth Operators: 26th May
- Student Info Evening: 20th May
- Student Registration Closes: 31st May
- Challenge Live: 14 June – 09 August (eight week period)
- Award Ceremony: 19th August

Want to find out more about the yMedia Challenge 2010, and keep up to date with the exciting things that happen in the yMedia Community? Sign up for our monthly newsletters at [www.ymediachallenge.co.nz](http://www.ymediachallenge.co.nz)

## There are many ways that you can be involved with the yMedia Challenge:

- As a Community Group, looking for a student team to implement an ICT project
- As a Student Team looking to increase your networks, and gain valuable experience
- **As an Agency Mentor to support a Student Team as they develop their project**
- As part of the yMedia Management team — the team who make it all happen
- As a Business Supporter offering either contra or financial support to help reward the participants involved with the Challenge

To ensure that we are providing a valuable experience for each of the participating students, opening them to genuine relationships with industry members, and in turn delivering quality information communication technology solutions to each of the participating community groups, we would like to appoint a mentor to each team involved with the yMedia Challenge.

And as it's a challenge, we'd like to add the element of healthy inter-agency competition, so each mentor will be representing their respective digital media or advertising agency!

# Your level of involvement

## How much time do I need to commit?

- At the beginning of the Challenge, Monday 14 June, we ask that you allow a couple of hours to attend a meet and great session with your student team and their not for profit organisation to help define the brief and the development process
- From there, we ask that you spend a minimum of one hour per week with the student team. This could be in person, on the phone or through email — whatever works for you and your team

## What am I able to do for the student team?

You are there as a sounding board for advice and guidance; and to act as a first point of contact for the student team if they are getting stuck.

You could:

- Offer feedback on their idea
- Offer direction and guidance with their project ie. time management, charts, planning, deadlines, communication etc
- If possible, you could invite them into your office, perhaps offer them a space to work, or offer them the opportunity to meet with a wider team from your agency to get general feedback on their project
- Offer equipment for use

**Please note: If at any time you feel that you are unable to help with a specific question — there is a support team at yMedia who you can refer the team onto, and we'll do our best to provide the answer!**

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# Your level of involvement

## What am I not required to do?

- You are not expected to complete the project FOR the student team — or prepare any documentation through-out the process
- You do not have to meet with the community group throughout the challenge — however you can if you choose to

## What if we have more than one person from our agency keen to get involved?

That's fantastic! You are supporting a team as an agency – but if you have more than one person that is prepared to commit time to a team, then you can support multiple student teams – or you can have more than one person mentoring just one team – just let us know what works best for you!

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# What are the benefits to you and your agency?

- You will help with the development of up-coming talent and assist with furthering a community based project that otherwise may not be implemented
- Brand exposure to students, community groups and digital and creative agencies at the events in the lead up, and throughout the challenge
- An announcement of your support will be made in our monthly e-newsletter
- Your brand will be on show at the awards ceremony in mid August – an event not to be missed, with top students, and community organisations who have all put hard work into developing themselves, the room is always buzzing with energy
- An invitation to the awards ceremony in mid August – as above you'll want to be there to witness the enthusiasm that comes with success and the supportive yMedia community
- You'll be exposed to new media initiatives – with the right mix of talent, creativity and a good community brief, you never know what will come out of the challenge process

## AND

- **You'll have the opportunity to show the other agencies up – this is a competition after all!**

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There are huge benefits to being involved with the yMedia Challenge — if you would like to find out more please contact: [info@ymediachallenge.co.nz](mailto:info@ymediachallenge.co.nz)