

## FAQs

### **How will COVID-19 affect the experience and impact of the Scholarship program for the Scholars?**

Safety is our top priority and having already delivered multiple programs throughout the pandemic we are confident that whilst COVID-19 may mean changes to the program format, the impact of the Scholarship experience will not be affected.

Throughout the selection process and the program we commit to transparent & frequent communication if we believe COVID will impact the delivery of the program.

### **How will COVID-19 affect the Selection Process?**

The safety of our applicants, judges and The Marketing Academy Team is of paramount importance. If the planned 'in person' interviews are deemed unsafe during 2022 due to COVID-19, then they will be held in virtual format.

### **Do I have to attend the Boot Camps?**

Yes. The Bootcamp events are mandatory, however the safety of Scholars, Speakers and The Marketing Academy Team is of paramount importance. If the planned 'in person' events are deemed unsafe or not achievable during 2022 due to COVID-19, they will be held in virtual format. You will need to attend in full and failure to do so may result in termination of your Scholarship place.

### **What does the Scholarship involve?**

The Marketing Academy's Scholarship Program is a 9-month leadership development program of Mentoring, Coaching and Learning. The program is completely free of charge though highly selective and if you're successful in securing a place you'll receive the following benefits:

- The opportunity to meet with 8 senior industry leaders (Brand and Agency) for face to face mentoring sessions
- An Executive Coach to work with throughout the entire program
- 3 x Residential Boot Camps (9 days in total) filled with leadership development, inspirational speakers, CEOs and master classes
- Participation in a life changing Leadership Development Program
- Peer to Peer networking

- Exposure to high level marketing expertise across all industries
- Lifetime access to the Academy as Alumni
- Access to TMA Global Virtual Campus: A supplementary online curriculum of workshops, lectures & keynote sessions

You can download and read the entire outline of the Scholarship Program [here](#)

### **How much does the Scholarship cost?**

Nothing, it's completely free. The entire content of the Scholarship Program is delivered by exceptional people who volunteer their time, knowledge and expertise.

You or your company will have to pay for your transport, accommodation and meals at the Boot Camps.

### **How much time are Scholars expected to invest?**

To get the most out of the program Scholars should expect to invest 15 working days of time to attend 3 'Boot Camps', up to 8 mentoring sessions, Virtual Campus Events and coaching sessions. In addition, there may be time outside of work where you prepare for mentoring or coaching sessions or to share your learning within your teams or externally.

### **How are the 15 days for the Scholarship program broken down?**

- 9 days of residential Boot Camps:

- Boot Camp 1 – Monday 16 May 2022 to Friday 20th May 2022
- Boot Camp 2 – Thursday 22nd September 2022 to Friday 23rd September 2022
- Boot Camp 3 – Thursday 19th January 2023 to Friday 20th January 2023

- 12 hours for your mentoring sessions. You will have up to 8 sessions and these are spread throughout the 9 months and take place as 90 minute sessions.

- 9 hours for your coaching sessions. These are organised by the Scholars and their coaches and are spread throughout the 9 month program.

TMA Virtual campus events - an online curriculum of workshops, lectures and keynote sessions. The time for these will vary from Scholar to Scholar depending on how many they attend. Virtual Campus events will also be available on demand.

### **Once the Scholars begin the program, who picks up the tab for travelling costs etc?**

We are a voluntary organisation and therefore unable to contribute to any expenses incurred by Scholars whilst travelling to mentoring meetings, coaching sessions, or learning events. This cost must be met by the Scholars or their employers. It should be noted that the Boot Camps may require overnight accommodation which must also be paid by the Scholar or their employer. We will always try and keep costs to a minimum.

### **Where can I find out what previous Scholars thought about their experience?**

You can read more about what our alumni has to say about the program [here](#).

## **Are employers expected to give the successful Scholars 15 days fully paid leave to take part in the Scholarship Program?**

Whilst employers must be in support of the Scholar's application to the program, it is not compulsory for employers to give their Scholar fully paid leave. In our experience employers appreciate the level of development the Scholarship provides to their rising stars and tend to be extremely generous in giving our Scholars time to take part. However, it is common for employers to require Scholars to take some time as holiday or unpaid leave.

Please note that attendance to all three boot camps is mandatory to be accepted onto the program.

## **When does the Scholarship actually begin?**

The Scholarship year begins in May 2022 and is kicked off with a five-day Boot Camp. The Scholarship runs until the end of January 2023.

## **Can I apply if I'm based outside England?**

You can apply if you are based outside of England, however it is essential that you are able to travel for all the Scholarship events to make the most of the Scholarship and how you plan to do this must be proven within your application.

## **Where can I find a list of all the people and companies involved in the Academy?**

'You can see the list of UK mentors, coaches, alumni on the 'Who's Involved' tab at [www.themarketingacademy.org/uk](http://www.themarketingacademy.org/uk)

## **What are the key dates for The Marketing Academy 2022 Scholarship Program?**

Here are the key dates for the 2022 Scholarship Program:

### **SELECTION PROCESS:**

- 18<sup>th</sup> February 2022 – Scholarship nomination portal closes
- 25<sup>th</sup> February 2022 – Scholarship application deadline and application screening begins
- 21<sup>st</sup> March – 1<sup>st</sup> April 2022 – Pitch interviews
- 19<sup>th</sup> April – 26<sup>th</sup> April 2022 – Panel interviews
- 3<sup>rd</sup> May 2022 – Successful applicants will be notified if they have a Scholarship place
- 13<sup>th</sup> May 2022 – Scholars will be publicly announced

### **BOOT CAMP DATES:**

- Boot Camp 1 – Monday 16<sup>th</sup> May 2022 to Friday 20<sup>th</sup> May 2022
- Boot Camp 2 – Thursday 22<sup>nd</sup> September 2022 to Friday 23<sup>rd</sup> September 2022
- Boot Camp 3 – Thursday 19<sup>th</sup> January 2023 to Friday 20<sup>th</sup> January 2023

Boot Camp attendance is mandatory. If you are unable to attend any of the Boot Camp dates for any reason, you may lose your place on the program.

# **NOMINATIONS**

## **Once I've nominated someone, will I be informed of their progress?**

We will inform successful Scholars employers if they are accepted onto the Scholarship Program. We are not able to share updates with Nominators who are not the Scholar's employer. You are welcome to join The Marketing Academy Community groups on [LinkedIn](#) and [Facebook](#) or follow us on [Twitter](#) - we regularly update with what's going on via these channels.

## **Will the person I've nominated be informed of my identity?**

Occasionally people ask us who nominated them and by submitting your nomination you agree to us telling the nominee who made their nomination. If you prefer your nomination to be anonymous then you can request this by emailing [info.uk@themarketingacademy.org](mailto:info.uk@themarketingacademy.org)

We actually recommend you give you 'nominee' some warning before you nominate them – you might consider sending them a copy of the Guide to the Scholarship which can be found [here](#)

## **I've got someone in mind who I think will be an outstanding future leader but they don't fit the published criteria – is it worth nominating them?**

Yes. We have Scholarships available for individuals who do not have a 'classic' marketing background. Those who have demonstrated exceptional potential as natural marketers or who have shown outstanding entrepreneurial ability or exceptional achievement in the face of adversity will be considered

We support diversity, inclusion and equality in every context and firmly believe that everyone, irrespective of race, ethnicity, sexuality, gender or religion, should have the same opportunity to fast track their careers and learning via our programs.

We rely on you, as a nominator, to help us identify a breadth of talent across the entire industry.

## **Do I have to be the nominee's boss to nominate someone?**

No. You can nominate whoever you chose, be it a member of staff, colleague, subordinate, boss, peer, supplier, client, friend or family. You can nominate someone at an agency or business that you've worked with and have been very impressed by, or any great marketer who you feel is a rising star. But the bottom line is your nominee must fit the selection criteria which can be found [here](#)

## **What if the nominee is in between roles, freelancing or on a short term contract?**

The Scholarship criteria requires the nominees to be fully employed or own their business.

The learning provided throughout the Scholarship centres around leadership development. We have discovered that the Scholars with a wide and consistent span of direct leadership & influence within one company, are able to implement the learning immediately and can practice the tools and techniques in real time. This also enables the Scholars to get the most out of the Mentor sessions, allowing them to discuss & debate real situations which mirror the practical experience

of the Mentors. Depending on the span of the freelance role this consistency can be significantly reduced, along with the ability to make wide reaching impact across a business where the Scholar is directly accountable for the long term results.

We can only take 30 Scholars on any program. With over 250 people involved in their development and learning its essential that we ensure the widest possible 'ripple effect' of the learning so that the benefit of the Scholarship can be felt more widely within the industry. Past experience has taught us that Scholars in significant leadership roles, directly employed by one company for the duration of the program, can have a greater lasting impact on their business than those in temporary, interim or short term roles.

The learning curve of the Scholarship does not mix well with the learning curve of a new role. In fact we have found that it can be so detrimental to the Scholar (and their new employer) that we withhold the right to remove Scholars from the program if they change roles during it (much as we hate to do so). We minimise this risk by ensuring that Scholars are employed, supported by their current employer and are crystal clear on their career goals – and timings – before embarking on the program. If the Scholar is in 'transition' or seeking the next role while on the program then we find that most of the learning and interactions with Mentors, Coaches and the other Scholars are experienced through that lens, which ultimately results in a reductive experience. The nature of freelance work is that the likelihood of embarking on and / or seeking new roles is higher

If you know someone in transition / freelancing / contracting they may be eligible to enrol on our Virtual Campus program - please send them this link <https://themarketingacademy.org/uk/the-marketing-academy-virtual-campus/>

### **Can I wait until just before the nomination portal closes before I nominate?**

Yes, but you may disadvantage your nominee. The nomination portal closes on 18th February 2022 and the closing date for applications is 25<sup>th</sup> February 2022. So, the earlier you nominate the more time your nominee will have to design and submit their application.

### **Can I nominate myself?**

No. To be eligible for an 'Invitation to Apply' for a Marketing Academy 2022 Scholarship you will need to be nominated by someone who considers you worthy of a place. We will not accept self-nominations and the nomination portal is regularly cross checked and verified.

### **Can I nominate more than one person?**

You can nominate as many people as you like.

### **What happens after I enter my nominee's details on the website?**

After you've nominated, you will receive an email confirming receipt of your nomination. Your nominee will be sent all the details they need in order to apply for a place.

## **SELECTION PROCESS**

### **How do I apply and what's the selection process like?**

The Scholarship Program is free but highly selective, and to apply you must first be nominated by someone through the Nominate Now portal on our website.

All nominees then receive an 'Invitation to Apply' which includes essential information about the 3-stage selection process.

Nominations for the UK 2022 Scholarship Program closes on 18<sup>th</sup> February 2022.

- Application — Submission deadline 25<sup>th</sup> February 2022 at 5pm

This 3-part application must include submission of a full CV, Employer's Endorsement and a 2 Minute 'Showcase Me'.

Nominees will be informed of their progress no later than 18<sup>th</sup> March 2022.

- The Pitch — 21<sup>st</sup> March to 1<sup>st</sup> April 2022.

Successful applicants will be invited to make a 10-minute face to face\* 'pitch' followed by a 15 min Q&A.

- Panel Interviews — 19<sup>th</sup> April – 26<sup>th</sup> April 2022

Successful applicants will be invited to a face-to-face\* interview with a selection panel of Marketing and HR Professionals.

**\*COVID-19 Update: The safety of our applicants, judges and The Marketing Academy Team is of paramount importance. If the planned 'in person' interviews are deemed unsafe during 2022 due to COVID-19, then they will be held in virtual format.**

Successful applicants will be notified if they have a Scholarship place by 3rd May 2022.

To find out more about the program and selection process check out our Scholarship Program Guide [Here](#).

### **What's an Employer's Endorsement?**

To continue through the selection process, it's essential we receive evidence of employer's support of the nominees' application in written form. An 'Employer's Endorsement Form' is supplied with the 'Invitation to Apply'. Employers are asked to outline why they feel their employees should receive a place on the program and to confirm that they will enable their employee to invest a minimum of 15 days to the program if awarded.

### **What format should I submit my "Showcase Me" in?**

The 'Showcase Me' element of the Scholarship application is your chance to show your creative side and communicate exactly why you should be awarded a place on the program. It can be digital or physical as long as we can read / watch / listen / pick up / experience it in 2 minutes. All we'll say is the more original the better! You can see a video about the Showcase Me on our YouTube [here](#).

### **What's the selection criteria?**

Whether your experience is in a consumer or B2B brand, public or charity sector, media or creative agency, media owner or platform, entrepreneur or working for companies large or small, all applicants will be assessed equally against our criteria.

What we are looking for\*:

- Ideally between 5 to 15 years in a marketing or agency role
- Currently in a leadership role
- Highly ambitious to further career in marketing leadership, aspiring to board roles
- Demonstrates commitment to career with evidence of results and achievements
- Evidence of commitment to broadening horizons, such as world travel or further education
- High emotional intelligence & natural drive to succeed
- Interests in charitable, social, cultural, creative or sporting endeavors
- Employed on a permanent (not freelance) basis in the UK with no risk of resignation for the duration of the program

\*Please note: We have Scholarships available for individuals who do not have a 'classic' marketing background. Those who have demonstrated exceptional potential as natural marketers or who have shown outstanding entrepreneurial ability or exceptional achievement in the face of adversity will be considered.

We support diversity, inclusion and equality in every context and firmly believe that everyone, irrespective of race, ethnicity, sexuality, gender or religion, should have the same opportunity to fast track their careers and learning via our programs.

## **ADDITIONAL INFORMATION**

### **What happens if I'm looking for a new job?**

The learning curve of the Scholarship does not mix well with the learning curve of a new role. In fact we have found that it can be so detrimental to the Scholar (and their new employer) that we reserve the right to terminate the Scholarship place if they change roles during it.

We minimise this risk by ensuring that Scholars are employed, supported by their current employer, are under no known risk of resignation, are crystal clear on their career goals – and timings – before embarking on the program. If the Scholar is in 'transition' or seeking the next role while on the program then we find that most of the learning and interactions with Mentors, Coaches and the other Scholars are experienced through that lens, which ultimately results in a reductive experience.

**What happens to the nominees who are not selected for a Marketing Academy Scholarship?**

We share free or discounted learning opportunities with the nominees who aren't selected for a Scholarship. We also advise nominees re-apply in later years, as we have had many Scholars who were successful on their second, third or even fourth try.

**I am interested in getting involved in another way, who can I speak to?**

Please email Taylor Hill, UK Program Lead on [taylor@themarketingacademy.org](mailto:taylor@themarketingacademy.org)