



## 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 2023 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 2023 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 development program of Mentoring, Coaching and Learning which runs from October 2023 to end June 2024. The program is completely free of charge though highly selective and if you're successful in securing a place you'll also receive the following benefits;

- 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 (8 days in total) each year filled with leadership development, inspirational speakers, CMO/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

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

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

It's free to attend the program but, as a not-for-profit company, we don't contribute to any travel or accommodation expenses. The residential Boot Camps require a total of 5 night's accommodation in or near New York which must be paid by the Scholars or their employers (we promise not to book expensive venues!). The first Boot Camp will include a weekend. Attendance to all Boot Camps and staying on site is mandatory even if you live in New York.

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

To get the most out of the program all Scholars should expect to invest about 15 working days of time to attend 3 'boot camps', virtual campus events (workshops, lectures and keynote sessions), up to 8 mentoring sessions and regular 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?**

The below shows a guide of how the 15 days of the Scholarship program are broken down:

8 days of residential Boot Camps. **Attendance at the residential boot camps in the New York area is mandatory for all 2023 scholars so please ensure you are available on the following dates:**

Boot Camp 1	Friday October 13 – Monday October 16 <sup>th</sup> , 2023
Boot Camp 2	Thursday February 8 <sup>th</sup> & Friday February 9 <sup>th</sup> , 2024
Boot Camp 3	Monday June 10 <sup>th</sup> & Tuesday June 11 <sup>th</sup> , 2024

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.

Up to 12 hours for your mentoring sessions. You will have at least 8 x 60 minute sessions and these are spread throughout the program.

6-9 hours for your coaching sessions. These are organized by the Scholars and their coaches and are spread throughout the program. Scholars usually have about 6 x 60 minute sessions.

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

We are a not for profit company and therefore we are unable to contribute to any expenses incurred by Scholars whilst travelling to mentoring meetings, coaching sessions, or events. This cost must be met by the Scholars or their employers. It should be noted that the Boot Camps will require 5 nights 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 testimonials from US / UK / Australian Scholars [here](#).

## **Are employers expected to give the successful Scholars 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 Program provides to their rising stars and tend to be extremely generous in giving our Scholars time to take part. However, it is expected for employers to allow Scholars to take some time as holiday or unpaid leave.

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

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

The Scholarship year begins in October 2023 and is kicked off with a four day Boot Camp which will be in New York State. The Scholarship runs until the end of June 2024.

## **Can I apply if I'm based outside New York?**

Yes, absolutely. We have Alumni all over the US. However you must be able to travel to NY for all 3 bootcamps.

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

You can find a list of all the mentors, coaches, partners, judges and companies who are involved in delivering the Scholarship on our website - <https://themarketingacademy.org/us/> - click the Who's Involved tab.

You can find out who's involved globally [here](#).

## **What are the key dates for The Marketing Academy US 2023 Scholarship Program?**

Here are the key dates for the 2023 Scholarship Program:

### **SELECTION PROCESS:**

- June 2<sup>nd</sup>, 2023 - Scholarship nomination portal closes
- June 16<sup>th</sup>, 2023 - Scholarship application deadline and application screening begins
- July 24<sup>th</sup> to Friday August 4<sup>th</sup>, 2023 - Pitch interviews (via video/zoom)
- September 5<sup>th</sup> to September 15<sup>th</sup>, 2023 - Panel interviews (via video/zoom)
- w/c September 25<sup>th</sup>, 2023 - Successful Applicants will be notified if they have a Scholarship place

## **BOOT CAMP DATES:**

Boot Camp 1	Friday October 13 – Monday October 16 <sup>th</sup> , 2023
Boot Camp 2	Thursday February 8 <sup>th</sup> & Friday February 9 <sup>th</sup> , 2024
Boot Camp 3	Monday June 10 <sup>th</sup> & Tuesday June 11 <sup>th</sup> , 2024

Boot camp in-person 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 Scholars employer. You are also 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 agreed 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.us@themarketingacademy.org](mailto:info.us@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 Program 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/us/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 June 2<sup>nd</sup>, 2023 and the closing date for applications is June 16<sup>th</sup>, 2023. So, the earlier you nominate the more time your nominee has, to design and submit their application.

## **Can I nominate myself?**

No. To be eligible for an 'Invitation to Apply' for a Marketing Academy 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, so we ask senior business leaders to nominate the best of their emerging leaders via [www.themarketingacademy.us](http://www.themarketingacademy.us).

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

## **Nominations for the US 2023 Scholarship Program close on June 2<sup>nd</sup>, 2023.**

### **Application — Submission deadline June 16<sup>th</sup>, 2023**

This 3-part application must include submission of a full Resume, Employers Endorsement' and a 2 Minute digital 'Showcase Me'.

Nominees will be informed of their progress no later than Friday July 21<sup>st</sup>, 2023.

### **The Pitch — July 24<sup>th</sup> to August 4<sup>th</sup>, 2023**

Successful applicants will be invited to make a 10 minute 'pitch' followed by a 15 minute Q&A.

The Pitch will be via zoom.

### **Panel Interviews — September 5<sup>th</sup> to September 15<sup>th</sup>, 2023**

Successful applicants will be invited to a video call interview with a selection panel of Marketing and HR Professionals.

Successful applicants will be notified if they have a Scholarship place by **September 25<sup>th</sup>, 2023**

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 needs to be submitted electronically and we must be able to read / watch / listen / 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 You Tube [here](#).

When submitting your digital Showcase Me please attach as an mp4 (if audio) or the link if uploaded, otherwise if a video then please upload this to Youtube and select ‘Unlisted’, this link will then only be viewable by us and the judges. Please do not send via dropbox / googledrive.

We cannot also accept .pages files as we are not MAC compatible, so please send any document to us in Word or PDF format.

## **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 a strict criteria.

What we are looking for:

- Ideally between 8 and 18 years in a marketing or agency role\*
- Currently in a leadership role
- Highly ambitious to further your career in marketing leadership; aspiring to C-Suite or board roles
- Demonstrates commitment to career with evidence of results and achievements
- Evidence of commitment to broadening horizons, such as an interest in charitable, social, cultural, creative, travel or sporting endeavours
- High emotional intelligence & natural drive to succeed
- Employed on a permanent (not freelance) basis in the US at a company for a minimum of 6 months
- No known risk of termination or resignation for the duration of the program
- Be a US citizen (or have permanent residency in the US)

\*Please note: We have places available on the Scholarship Program 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 aren't 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'm interested in getting involved in another way, who can I speak to?**

Please email Victoria Sindermann, US Program Lead at [victoria@themarketingacademy.org](mailto:victoria@themarketingacademy.org)