

Call for Mentors and Consultants

On January 25th 2013, 50 young rising entrepreneurs and social entrepreneurs will gather at the York Woods Public Library for the Branded *2013 Youth Marketing Conference*. Branded is focused on building the skills, marketing resources and networks of young entrepreneurs from Toronto's priority neighbourhoods, with a focus on African Canadian youth. The Branded Planning Team is seeking out 25 qualified young people to work as business consultants with these entrepreneurs and 16 established business professionals to serve as mentors at the event.

Consultants - Call for proposals

Branded is seeking 25 consultants to act as strategists, looking at the specific needs of our young entrepreneurs and providing solutions and recommendations for improvement. Consultants are needed in the following areas:

- Social Media Marketing** · **Press Kits** ·**Business Photos**
- Tagline/Vision Statement/Business Description**

Consultants will be paid **\$200** and for their services and will be asked to be present throughout the day.

*** Lunch will be provided.*

Requirements

Consultants must:

- Be available for an orientation on a specified date in January and on the day of the event
- Be between the ages 18-34
- Be of African Canadian descent or a person of colour
- Have the ability to communicate with youth

Please provide:

- Contact info. and other supporting material
- Samples of your work
- A professional reference

****Deadline for Consultant applications is Jan 1st 2013****

Mentors

We are looking for 16 professional and experienced mentors from the following fields:

- Business Marketing
- Fashion
- Entertainment and Media Arts

- Catering and Food Services
- Workshop Facilitators
- Event Coordination

We are looking for mentors to represent a level of accomplishment and presence that mirror what our entrepreneurs' vision for themselves in the future. Mentors will act as an advisor and a sounding board to our young entrepreneurs.

Role of Mentor-

- Volunteer 2.5 hours of your time on **January 25, 2013** between the hours of 12:30-2:30pm
- Share your wisdom and provide insight openly during our Lunch and Link session.
- Network with young entrepreneurs

***Lunch will be provided.*

Please email branded2013@gmail.com if you are interested in becoming a mentor with a brief professional bio.

Branded is a collaboration of the Youth Enterprise Network (YEN), Community Empowering Enterprises (CEE), the City of Toronto, West Side Arts Hub (WSAH) and the York Woods Library. The focus is providing young entrepreneurs with tools that can improve their marketing plan today, and as they move towards future success. Not only will they gain techniques and tools, 25 skilled young professionals will be procured to provide one on one consulting with the entrepreneurs throughout the day. These consultants will work with them to support them in areas like: acquiring professional photos to improve business image and professionalism; improving their social media presence and marketing strategies; improving their vision statement and pitch and developing a press package. The conference will also allow for the young entrepreneurs to network with each other and meet established business professionals from across the GTA.

For more information email branded2013@gmail.com and for those interested in applying to attend as entrepreneurs visit <http://www.doorsteps.ca/youthenterprisenetwork/>.