

Industry Mentoring Programme: Guidelines for potential mentors



Image credits: Sundeep Verdi

What is the Industry Mentoring?

The Industry Mentoring Programme aims to encourage and support London College of Communication final year students and recent graduates in their transition from education to industry.

This voluntary programme matches LCC students and recent graduates of all disciplines with industry professionals to support their development as they enter the creative industries.

Mentoring can take place online or in-person, so we welcome mentors from all over the world.

What are the benefits for mentors?

- Access to diverse, emerging talent
- Connections to a world-leading creative University for teaching and research, and a College with a specialist focus on design, media and screen
- Exclusive access to our events and exhibitions
- Professional development and CV enhancement
- Complimentary mentoring training run by a nationally accredited trainer
- Certificate of successful completion of our mentoring programme.

Criteria for mentors

If you're interested in signing up as a mentor, you'll need to:

- Run your own creative practice, or be a new-entry to mid-level creative working in the design, screen or media industries
- Have a direct memory and experience of the issues students might be facing, thinking, or worrying about as they approach graduation and prepare to make their next steps into the professional world
- LCC and UAL alumni are welcomed, but you don't need to have studied with us to take part.

At LCC and UAL, we aim to be an equal opportunities higher education institution which embraces diversity in all areas of activity. We positively welcome applications from black and minority ethnic and female applicants.

Programme outline

The programme consists of:

Training session: There will be a free mentoring training session with a nationally accredited mentoring facilitator for all new mentors.

Launch event: The programme will officially begin with a launch event, where mentors will have a chance to meet their mentees, and network with other mentors and LCC staff involved in the programme.

Mentoring meetings: Mentees will contact their mentors to arrange meetings. These are to be arranged at a time and place that suits them both. Each pairing will have a minimum of 5 meetings during the 5-month mentoring period. Meetings can take place online or in-person.

Key dates for the Summer (undergraduate) programme

- May - June: 1-1 Rapid Review sessions (online)
- June - October: 1-1 Industry Mentoring Programme takes place, consisting of one training session, launch event and then 5 mentoring sessions (blended approach)
- July: Speed Networking event (in person)

[Apply to become a mentor by 23 April](#)

Gaining industry knowledge and experience through a mentor is a great opportunity. It can speed up the whole process, and help the mentee be more focused and targeted in his or her approach.”

— Laura Colapietro Associate Director at ING Media and LCC mentor

FAQs

What a mentor is and does?

Career mentorship is a one-to-one relationship between mentor and mentee and an opportunity for the mentee to gain an outside perspective on their career situation. It should enable a mentee to become more confident in their career ideas and more resourceful in the way they approach their future options. Career mentorship is not career advice, coaching, training, counselling or therapeutic in nature.

Mentors will be experienced professionals who can provide encouragement and support to mentees so they can make informed choices and decisions. A mentor will not tell, instruct or advise a mentee what to do or always have the answer. It is always up to the mentee to make the final decisions, but the mentor is a support mechanism to help the mentee along the way.

What should mentors expect?

You'll meet with your mentee when it suits you both - online and/or in person.

You should meet at least 5 times during the 5-month mentoring period.

Your mentoring should be directed by your mentee's objectives. You may wish to work on areas such as:

- CVs, cover letters, reels or portfolios
- Develop a plan for a practice, studio or business
- Develop skills in applications and interviews, communication, presentation and teamwork
- Build contacts and professional relationships
- Building confidence in gaining employment in their chosen industry
- Developing a clearer career path
- Develop a greater understanding of the creative industries and their routes into industry

You may like to invite your mentee to shadow you in your workplace, to work on a project together that would benefit their CV and enhance their industry knowledge or to networking events to expand their professional networks. It's up to you and your mentee!

I've never mentored before - can I still register?

If you're selected to be a mentor, you'll receive training from a nationally accredited mentoring trainer. This will give you the necessary skills and knowledge to begin mentoring.

You'll also receive a set of guidelines to refer to throughout your mentoring experience.

If I register to be a mentor, will I be paired with a mentee?

If we select you to be an LCC mentor, we'll then aim to pair you with a student or graduate for the upcoming programme cycle.

Sometimes, there may not be a student whose objectives and interests align with your skills and experience. In that instance, we'll keep your details on file for future cycles of the programme.

Who will I be paired with?

We'll match you with a mentee whose aspirations and goals match with your skills, experience and specialism.

If you have any preferences for who you'd like to mentor, you will have the opportunity to let us know during the registration process.

Mentoring Spotlights

You are welcome to read a few case studies on previous mentoring partnerships on our [website](#).

Contact

If you need any further support, you're welcome to contact us: graduates@lcc.arts.ac.uk.