



## **IPA Effectiveness Awards 2012 Mentoring – Terms & Conditions for Agencies.**

### **Mentoring Services**

To help potential entrants feel able and supported in entering the IPA Effectiveness Awards.

To help entrants understand the processes involved in writing a paper and identify what data-sets will be required in order to submit a successful paper into the 2012 awards.

Entrant agencies will be paired with a mentor ensuring there are no conflicts of interest with existing client basis.

### **The Fee**

The fee for both members and non-member agencies costs £200 per entry. The IPA provides an additional subsidy of the fee to the Mentor.

The agency will pay a fee of £200 for engaging the services of a Mentor. The Mentor will oversee and guide you through the writing of your IPA Effectiveness Paper.

The fee will cover a maximum of 3.5 hours of the Mentors time to be allocated to each paper. If an agency elects to employ the services of the mentor over and above this contact then a separate fee should be negotiated between agency and mentor.

### **Payment of Fee**

The payment of the fee must take place alongside the pre-registration before 31<sup>st</sup> January.

Should the entrant agency decide to withdraw the paper before the first draft then this should be done, by the agency, in writing to the IPA.

### **Mentor Allocation**

The IPA will pair each agency with a mentor from the published list after 31<sup>st</sup> January. Each agency is expected to adhere to the following key dates :-

## **Key Dates**

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31 <sup>st</sup> January	Pre-registration deadline, agencies will sign up for mentoring at this point. IPA will contact with outline guidance document of next steps and sample papers.
w/c 6 <sup>th</sup> February	Allocation of entrant agencies and brands to mentors. Agencies should submit outline essay plan.
12 <sup>th</sup> March	First draft of paper to be submitted to mentor.
2 <sup>nd</sup> April	Second draft of paper to be submitted to mentor.
20 <sup>th</sup> April	Entry deadline

## **Working Arrangement with Mentor**

Entrant agencies and mentors undertake the following working arrangements:-

Entrant agencies will be asked to submit an outline essay plan of the paper – indicating brand, summary of results, argument for ROI, thoughts on factors to be eliminated, and data to be collected.

Mentors will be asked to review this essay plan via a meeting or conference call with the entrant agency. It is envisaged that this initial stage will take up approximately 1 hour.

Entrant agencies will then be encouraged to submit an initial draft to their mentor, feedback from this may then take up 1 hour.

A further draft may then be submitted which it is envisaged feedback may once again take 1 hour time.

Incidental contact with the mentor is then allocated at no more than 30 minutes.

## **Authorship**

It is not a requirement of entry that Mentors will be credited on the papers submitted. Agencies can however elect to credit their mentor appropriately if they so wish.

## **Confidentiality**

The relationship between mentor and mentee is **strictly confidential**.

Confidential information will be passed between the agency and the Mentor in the writing of the paper. This information must remain confidential at all times, up to and including the publishing of the paper.

Neither party should disclose confidential information about his/hers agency's business and if so this should remain confidential between both parties.

Neither party shall directly or indirectly solicit or entice away (or attempt to solicit or entice away) the other from their employment, at any time during their relationship in the writing of the paper.

The agency team should nominate a key author who is the main contact with the mentor for all correspondence, emails, phone calls etc.

An agency may only have one mentor.

The mentor can mentor as many team members from an agency that have contributed to one paper, as is feasible or practical, but should meet at the key dates as agreed between both parties.

Both parties acknowledge that the purpose of the scheme is (eg. subject to the confidentiality obligations above), to provide guidance on the writing of an IPA Effectiveness Paper and should not relate to any other work related issues.

Either party can end the relationship at any time by informing the IPA by email. The relationship will automatically be ended once the paper is submitted.

### **IPA Involvement**

The IPA has created the scheme at the request of and in conjunction with its members. Mentors and mentees join and participate in the scheme voluntarily and at their own risk. The IPA shall have no liability to mentors, mentees or to any other parties (including IPA member agencies) in respect of any matter arising out of the scheme.

### **Acceptance of Terms**

By participating in the scheme, you agree that you understand and will comply with the terms as laid out above. A failure to comply with any of the terms will entitle the IPA to suspend or terminate your participation in the Mentoring scheme and may lead to disciplinary action by your agency employer.