



News release
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BE Mentored launches second decade with new sponsor, new talent

Business Events Industry Aotearoa is launching its 11th annual [BE Mentored](#) programme this week, designed to nurture and develop emerging talent in the industry.

The eight-month programme will foster 19 mentor-mentee pairings, with experienced mentors from previous years returning in 2024.

This year, for the first time, the New Zealand International Convention Centre (NZICC) is sponsoring the programme.

NZICC General Manager, Prue Daly says NZICC is delighted to be key sponsor of the BE Mentored.

“As a team, NZICC is passionate about championing emerging talent, and this represents an opportunity for us to give back to the business events’ community by supporting our next generation of leaders,” she says.

BEIA Chief Executive, Lisa Hopkins says development of new talent is crucial to boosting the sector’s growth.

“Over the past decade we have seen the positive impact BE Mentored has had for mentees on developing their careers, building valuable relationships and broadening their experience within the business events industry.

“Our mentees receive a personal support system to help both professionally and personally, while our mentors have the chance to share and demonstrate their knowledge, experience and personal skills.”

Sally Doherty from Sallyd & Co is facilitating the online launch session on 10 April, with an ice-breaker and team building sessions hosted by Team Up Events.

The BE Mentored programme runs from April to November, with mentors and mentees meeting six to eight times during that period. Throughout the programme, BEIA will be on hand for support and advice.

BE Mentored will conclude with a recognition event held during the BEIA Annual Conference on 25 November in New Plymouth.

Further information about the BE Mentored Programme including this year's participants, can be found at: <https://www.beia.co.nz/beia-mentorship>

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About [BEIA](#)

Business Events Industry Aotearoa (BEIA) is the official membership-based association of New Zealand's business events sector. It has more than 460 members across a broad range of industries.

BEIA works to actively promote the sector for its members and New Zealand. It provides advocacy with central government; and offers assistance, information, professional development and business connections to its members.

New Zealand's leading annual business events exhibition, BEIA MEETINGS broke records in 2023 for the value of business it generated. BEIA'S post-MEETINGS buyer survey showed \$157 million will be placed over the next five years.