Speed Mentoring & Networking Event Kit
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Who We Are

MicroMentor is an initiative of Mercy Corps—a leading global humanitarian agency working to improve the lives of those living in the world’s toughest places. We connect small business owners with professionals in meaningful business mentoring relationships. Through MicroMentor, business professionals around the world can connect with entrepreneurs to help build their businesses, enabling individuals, families, and communities to thrive. Our mission is to help small businesses grow faster, generate more revenue, and employ more people, while providing mentors with flexible, skills-based volunteering opportunity to further develop their professional and leadership skills.

What we offer

MicroMentor offers the opportunity for you to make an impact and a difference within a small business. Oftentimes, small businesses have a dream they are trying to achieve but do not have the resources (financial and network) to fill in the business acumen knowledge gap they may need to make their business thrive; a mentor can help with this. With MicroMentor you are able to help a small business in your backyard or another around the world—while sharpening your professional and leadership skills- and impact the local and global economy for the positive.

How MicroMentor works

1. Participants sign up online at MicroMentor.org. Experienced business professionals (mentors) describe their experience and expertise, and entrepreneurs (mentees) describe their business and their mentoring goals.

2. Members always control who they connect with—actively seeking out connections, or reviewing and approving direct requests from others in our network.

3. Once connected, relationships progress online and offline (if possible). Matched individuals have the power to choose how to connect, how often, and when.

4. Once the mentoring need has been fulfilled, matched individuals may choose close out or continue the relationship. We’ve seen matches close out and move on to the next match because they got what they needed from the relationship. We’ve also seen a strong bond created between the mentee and mentor, motivating them to continue the relationship—sometimes continuing on for years after the initial match.

How You Can Get Involved

1. Get on the platform and match in a mentoring relationship, return, and repeat and
2. become a MicroMentor Ambassador (tell your professional and personal network about MicroMentor and the impact they may be able to make by getting involved) and
3. **plan an out-of-a-box MicroMentor speed mentoring event to get those in your area passionate and motivated about mentoring.**

**Event Outline**
A speed mentoring event is a great opportunity for you to gain visibility and to engage others in experiencing mentoring in action.

**Who:** Invite both mentors and entrepreneur in your community. We can help advise on which mentors and entrepreneurs are in your area to invite. Reach out to your MicroMentor contact for this list. An event should have no more than 50 participants (any number larger may become less manageable). Should you want to plan a larger event, consult with your MicroMentor contact first.

**What:** Plan and implement an easy, fun speed mentoring & networking event.

**How:** There should be at least a 1 to 4 ratio of mentors to entrepreneurs. If not enough mentors show up to the event, you will need to be nimble and pivot to a networking event only. If there are enough mentors, but only a small group of participants, you may pivot to a 1x1 mentoring event session instead of speed mentoring.

**When:** Best practice is to plan an event after work hours (5 pm-7 pm) for no more than two hours.

**Where:** A local, free meeting place, your office (after hours), or venue offered by someone within your network.

**Why:** Because mentoring is **correlated to small business success.** This event could be the difference in helping a small business to thrive and re-engaging mentors/or engaging would-be mentors to help them see the power of their expertise and skills in making this difference.

**Event Details**

**Part 0: Registration (0-30 minutes)**
- Use the [Eventbrite](#) page to generate a participation list and the registration form template provided in the resource page to sign up participants
- Make sure to check in all drop-in participants and their record their information
- Record mentors in attendance and their area of expertise, to help you manage the speed mentoring portion of the event.

**Part 1: Networking (50 minutes)**

**Part 1.5: Open Mic (30 minutes)**

**Part 2: Speed Mentoring (50 minutes)**

**Part 3: Thank You & Event Close (5 minutes)**
• Keep the registration list to either scan and email or mail to MicroMentor for our records

Part 1 Networking (0-50 minutes into)
• Mingle and personally greet all of the participants
• Welcome the participants 20 minutes or so into the event; a script of the welcome is provided below in the resources section. If there are not enough participants for the speed mentoring portion, inform the participants that only networking will occur at the event. This gives you more time for the open mic portion of the event. Announce the open mic opportunity for testimonies in this welcome speech.
• Connect participants who you believe would benefit from meeting one another
• Pass out the interest form to anyone who has expressed interest in MicroMentor, be it mentoring or a possible organization partnership

Part 1.5 Open Mic (20-50 minutes into)
• Open Mic will be sprinkled in throughout the networking session to maximize the two hours you’ve planned for the event. Make this announcement after the Welcome speech
• Ask participants to come up to the open mic and tell a 90 seconds testimony of how mentoring (through MicroMentor or in general) has made a difference in their life or business. If the participants are shy, break the ice with your own story

Part 2 Speed Mentoring event (50 minutes- 1.5 hours into)
• Announce that speed mentoring is beginning. Ask mentors to go to their expertise stations.

Part 3 Thank Yous and Close (1 hour 45 minutes into)
• Thank attendees, the venue/ host(s), and volunteers
• Ask anyone who is interested in joining MicroMentor to fill out the interest form

Next Steps
• Contact us at admin@micromentor.org and let us know of your interest to plan a speed mentoring & networking event.
• Print out and use these materials in the Resources section and plan your own speed mentoring event or have us send you an out-of-a-box speed mentoring event kit
# Event Planning Checklist

<table>
<thead>
<tr>
<th>Phase/Timing of Event</th>
<th>Task</th>
<th>Completed (Yes/No)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Planning</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7-6 weeks before</td>
<td>Contact <a href="mailto:admin@micormentor.org">admin@micormentor.org</a> with your interest in planning an event</td>
<td></td>
</tr>
<tr>
<td>6 weeks before</td>
<td>Create email distribution invitation list (Contact MicroMentor for this list)</td>
<td></td>
</tr>
<tr>
<td>4 weeks before</td>
<td>Create event on Eventbrite (Contact MicroMentor to create this. We have a template event page)</td>
<td></td>
</tr>
<tr>
<td>4 weeks before</td>
<td>Send out event invitation email</td>
<td></td>
</tr>
<tr>
<td>3 weeks before</td>
<td>Secure 1-2 volunteers for the event</td>
<td></td>
</tr>
<tr>
<td>3 weeks before</td>
<td>Coordinate alcoholic beverages at the event (either purchasing at Costco or paying for 1 drink token for all participants at the event)</td>
<td></td>
</tr>
<tr>
<td>1 week before</td>
<td>Send out event reminder email</td>
<td></td>
</tr>
<tr>
<td>1 week before</td>
<td>Buy sticker name tags (participants can write their names in when they register at the event)</td>
<td></td>
</tr>
<tr>
<td>48-24 hrs. before</td>
<td>Print out all necessary documents: registration list of participants (via Eventbrite), signs, speed mentoring sign-up forms, interest form, marketing one pager, etc.</td>
<td></td>
</tr>
<tr>
<td>24 hrs. before</td>
<td>Send out last event reminder</td>
<td></td>
</tr>
<tr>
<td><strong>Implementation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2-1 hr. before</td>
<td>Set up tables &amp; chairs based on number of attendees (recommend 2-3 mentees per mentor)</td>
<td></td>
</tr>
<tr>
<td>2 hrs. before</td>
<td>Check Audio Visual (if needed/available)</td>
<td></td>
</tr>
<tr>
<td>1 hr. before</td>
<td>Meet/greet volunteers and station them (registration table and greeter)</td>
<td></td>
</tr>
<tr>
<td>1 hr. before</td>
<td>Set up registration table (with list, marketing materials), food and snacks, and place interest forms around the venue</td>
<td></td>
</tr>
<tr>
<td>15 mins. before</td>
<td>Open event for early registration</td>
<td></td>
</tr>
<tr>
<td><strong>The event</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>0-30 mins. into</td>
<td>Register participants, making sure to record mentors and their expertise</td>
<td></td>
</tr>
<tr>
<td>20 mins. into</td>
<td>Welcome everyone and thank them for their attendance. Announce open mic for individuals to give testimonies of their mentoring experiences. If people are shy, you’re welcome to kick it off!</td>
<td></td>
</tr>
<tr>
<td>30 mins. into</td>
<td>Mingle, network, connect individuals that may want to meet each other</td>
<td></td>
</tr>
<tr>
<td>1 hr. into</td>
<td>Announce participants to get ready for speed mentoring</td>
<td></td>
</tr>
<tr>
<td>1 hr. &amp; 5 mins. into</td>
<td>Speed Mentoring Session 1 begins</td>
<td></td>
</tr>
<tr>
<td>1 hr. &amp; 30 mins. into</td>
<td>Speed Mentoring Session 2 begins</td>
<td></td>
</tr>
<tr>
<td>1 hr. &amp; 55 mins. into</td>
<td>End event with thank yous and ask interested individuals to fill out interest form</td>
<td></td>
</tr>
<tr>
<td><strong>Post event</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day after</td>
<td>Send participants thank you for participating letter</td>
<td></td>
</tr>
<tr>
<td>Within week after</td>
<td>Send MicroMentor event result via email at <a href="mailto:admin@micormentor.org">admin@micormentor.org</a> and mail us the interest forms to 45 SW Ankeny St., Portland OR 97204</td>
<td></td>
</tr>
<tr>
<td>Item</td>
<td>Quantity</td>
<td></td>
</tr>
<tr>
<td>--------------------------------------------------------</td>
<td>-----------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Name tags</td>
<td>(depends on how many people register)</td>
<td></td>
</tr>
<tr>
<td>Registration list</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Beverages (drink token)</td>
<td>Account for the number that register (with a 20% attrition rate)</td>
<td></td>
</tr>
<tr>
<td>Signs for the speed mentoring, pointing out various expertise available</td>
<td>3 or each expertise</td>
<td></td>
</tr>
<tr>
<td>Sign-up form on the various mentoring tables</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Pens</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>MicroMentor One-Pager</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Interest forms</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>
Sample Outreach Email

[Subject: You’re invited to enjoy drinks, networking, & speed mentoring!]

[Text Body]

Dear Valued Mentor/Entrepreneur,

You are invited to a speed mentoring and networking event hosted by myself and MicroMentor on (date) at (time)! MicroMentor is an online service that makes mentoring easy by providing a community of entrepreneurs and business professionals who you may match with in a business mentoring relationship.

Every quarter, we host an event to invite local seasoned mentors, aspiring mentors, and entrepreneurs to experience in person what a powerful tool mentoring can be for both mentors and mentee. Mentors are able to sharpen their professional and leadership skills while doing good and entrepreneurs are able to leverage their mentor’s expertise to work through a key business challenge.

At this event, you’ll mingle over drinks, meet and network with those in and outside of your industry, and hear inspirational stories of how mentoring has impacted other mentors and mentees.

Space is limited; reserve your spot at this event here: <Link to the Eventbrite page>. Please forward this invitation to your personal and professional network, should they be interested in joining the event. If you have any questions concerning the event, contact me at <email address>.

Sample Reminder Email *2

[Subject: Reminder: 1 week till the speed mentoring & networking event!]

[Text Body]

Dear Valued Mentor/Entrepreneur,

The speed mentoring and networking event hosted by myself and MicroMentor is a week away on (date) at (time). MicroMentor is an online service that makes mentoring easy by providing a community of entrepreneurs and business professionals who you may match with in a business mentoring relationship.

Don’t miss out on an opportunity to mingle over drinks and network with mentors and small business owners, and participate in a speed mentoring session to give you first-hand experience of the impact of mentoring.

Space is limited; reserve ASAP. For more event information and registration, click here. <Link to the Eventbrite page>. Please forward this invitation to your personal and professional network, should they be interested in joining the event. If you have any questions concerning the event, contact me at <email address>. 
Sample Volunteer Outreach Email

Hello [Name],

On (date of event), I am hosting a speed mentoring and networking event on behalf of MicroMentor. MicroMentor is an online service that makes mentoring easy by providing a community of entrepreneurs and business professionals who you may match with in a business mentoring relationship.

I am planning this event because I’ve seen first-hand how mentoring has made an impact in the entrepreneurs I’ve mentored and want to engage more people in our local area to get involved. Due to your interest in giving back and volunteering, I believe this type of volunteering may be an interest for you. Would you like to volunteer your time at the event to help me execute it? Your commitment will only be from (timeframe) [time span of the event. Ask them to come an hour early and stay 30 minutes after everyone leaves for set up and clean up].

I look forward to hearing from you.
Sample Registration Sheets

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Email Address</th>
<th>Role (mentor, entrepreneur, both)</th>
<th>Industry/Expertise</th>
</tr>
</thead>
</table>
Sample Speed Mentoring Sign-up Sheets for Tables

Mentor: ________________________________
Expertise: ________________________________

Session 1: ________________________________

Session 2: ________________________________
Sample Station Signs

MicroMentor

Marketing
Finance
MicroMentor

Business Planning
Sample Event Script

Welcome Speech
Hello everyone, welcome to the MicroMentor Speed Mentoring and Networking event. We are very excited that you could make it out tonight. All of you are here because you’re interested in and believe that, mentoring can be a powerful tool for helping small businesses be successful, thrive, and grow. You may either be curious about mentoring, are currently in a mentoring relationship, or want to start mentoring again.

Each year we conduct a business outcome survey and year over year results have shown us that mentoring is correlated to small business success. In 2013,

- 83% of those that get mentored survive versus those the 74% that didn’t receive mentoring.
- Mentored businesses increased their revenue by 83%, while non-mentored businesses grew by 16%.
- And for every 9 out of 10 mentored businesses owners, a full time job was created.

We are very happy you’re here and are interested in or are actively contributing to business mentoring. You’re making a difference and I'm sure the entrepreneurs here can attest to that.

This event is broken out into two sections, the first hour will be dedicated to networking with an open mic available for those that want to inspire others with their mentoring success stories and the second will include two twenty five minutes speed mentoring sessions. [or Though the event was advertised as a networking and speed mentoring, due to an imbalance of mentor to entrepreneur ratio, this will be a networking event with an open mic for those that want to inspire others with their success stories about mentoring.]

Speed Mentoring
Explain how speed mentoring works to the group before the begin

Thank you Speech
Thank you everyone for joining the event. I would also like to take a moment to thank our mentors for your help and advice today during the speed mentoring sessions, the [venue host], and our two volunteers [names] for helping make this event happen. If you’re interested in joining MicroMentor or learning more, please fill out an interest form and turn it into me. Have a good night and we hope to see you again at the next event!
Sample Interest Form

Name (First & Last) ____________________________________

Email (Print) _________________________________________

Organization/Company ________________________________

Interested to be: 

Mentee  Mentor

Interested in having MicroMentor for your organization?

MicroMentor

Name (First & Last) ____________________________________

Email (Print) _________________________________________

Organization/Company ________________________________

Interested to be: 

Mentee  Mentor

Interested in having MicroMentor for your organization?

MicroMentor

Name (First & Last) ____________________________________

Email (Print) _________________________________________

Organization/Company ________________________________

Interested to be: 

Mentee  Mentor

Interested in having MicroMentor for your organization?

MicroMentor

Name (First & Last) ____________________________________

Email (Print) _________________________________________

Organization/Company ________________________________

Interested to be: 

Mentee  Mentor

Interested in having MicroMentor for your organization?
MicroMentor One-Pager