



Mentor Guidelines

WIT Empowerment Day

WIT Empowerment Day expert mentors are seasoned industry leaders who share their time, experience and deep knowledge base to help entrepreneurs. This is an amazing opportunity for mentors to give back to the industry they love by giving a leg up to those just getting started.

Becoming a part of the Empowerment Day mentor pool is a unique opportunity to advise entrepreneurs and women-owned businesses, contribute to the global innovation ecosystem, and network with other high-profile experts across the toy, licensing and entertainment industries.

- Must have 10+ years in toy, licensing and/or entertainment industries.
- Must have worked for at least two different companies in these industries (working for yourself counts).
- Must be willing to mentor, help and support without pressing for your own new business opportunities.
- Must be able to listen to a pitch or to questions and provide real-time helpful advice and coaching.
- Must commit to mentoring for the entirety of the Speed Mentoring session, from 10:00 AM to 1:00 PM, and are not eligible to participate in product pitches to Walmart or toy companies.
- Mentors will be evaluated by participants (mentees). Any mentor who has an OVERALL rating of 8 or above on a 10-point scale has earned a spot as a mentor for the next year and must commit to participate by May 1 prior to the Fall event.
- Mentors must cover their own expenses (travel, Fall Toy Preview registration, etc.).
- If any complaints are received about a mentor, these will be investigated, and a decision will be made as to their validity. If deemed valid, complaints will nullify mentor eligibility going forward.
- Note to Licensing Agents:
 - Licensing agents who plan to register for Walmart or toy company pitches are not eligible to be a mentor. However, if two people from your agency plan to attend Empowerment Day, one may register in advance to pitch and the other may be eligible to participate as a mentor. Tag-teaming between mentoring and pitching will not be permitted.
 - Licensing agents are restricted to registering for TWO time slots only, including both Walmart and toy companies. Only ONE product or product line can be presented in the 15-minute time slot. Pitch schedules will be strictly adhered to. ALL pitches must be registered for in advance and will not be permitted to “slide in” during at any time during Empowerment Day.
 - While only two slots are available for a member of your agency upon registering, if additional slots are open when registration closes, we will seek to allocate remaining open slots, as per requests received.