



Media Release | 26 February 2025

### **Lateral Events partners with Meetings & Events Australia for the 2025 MEA Mentor Program**

Meetings & Events Australia (MEA) is excited to announce Lateral Events as the **2025 MEA Mentor Program** sponsoring partner. In the 50<sup>th</sup> Anniversary year of MEA, the **2025 MEA Mentor Program** will pair **50 Mentees** with **50 Mentors** in the industry development program driving personal and professional development in the events industry. For the first time, the program will run as one four-month block for the 100 participants.

Mellisa Gillies, **Chief Executive Officer, Meetings & Events Australia (MEA)**, shares, “We are excited to welcome Lateral Events’ return as sponsoring partner of the MEA Mentor Program in MEA’s 50<sup>th</sup> Anniversary year, in 2025. The program is embraced across the events industry by mentees in different stages of career and professional development, and their pairings with mentors who represent our diverse events ecosystem. Mentors generously give of their time, and expertise and welcome the opportunity to give back to the industry to ensure event professionals continue to develop their professional knowledge, skills, and capabilities for the collective benefit of a vibrant and sustainable events industry.”

Megan Peters, **Chief Executive Officer and Director, Lateral Events (Lateral)**, adds, “Lateral Events are a long time MEA member and supporter, and in the 50<sup>th</sup> anniversary year of the longest standing industry association, it is our absolute pleasure to sponsor the MEA Mentor program once again. Lateral have a strong connection to mentoring the next generation of event professionals and we value this opportunity to contribute to the industry’s longevity through connecting tomorrow’s event managers with today’s industry legends. Mentoring is a rewarding experience for both the mentor and mentee, and we are thrilled to be able to provide this opportunity once again through MEA.”

This partnership will support the professional development of 50 mentees in 2025. For the first time, the **2025 MEA Mentor Program** will include a face-to-face group mentoring session at the 2025 MEA National Conference in June 2025, for those that can attend in Sydney, and live streamed for remote participants. Registrations for mentees and mentors open on Wednesday 26 February 2025, with applications closing on 31 March 2025. The program commences on 28 April 2025 and runs until 29 August 2025.

We look forward to delivering a program that offers individuals, across all career stages, a unique experience to be mentored by events professionals, with invaluable industry and professional experience. The program provides a platform to build personal skills, discuss problem-solving, build leadership capabilities, learn from industry experts and leaders, create lasting connections, and accelerate careers in the events industry.

#### **Media enquiries**

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#### **About Meetings & Events Australia**

Meetings & Events Australia (MEA) is the largest and oldest association for event professionals in Australia; dedicated to representing the broader events sector, which employs more than 229,000 professionals who stage, produce, manage, support, and supply the 480,000+ events held nationally each year.

MEA is the heart, history and passion of the meetings and events community in Australia. With members in every state and territory, it is a nationally representative organisation. A place of ideas, personal engagement, and with a rich history, and loyal membership. Our mission is to lead, empower, and connect individuals and businesses in the Australian events community to achieve their goals through sustainable growth.