



Male Allyship Network

Women in Travel CIC

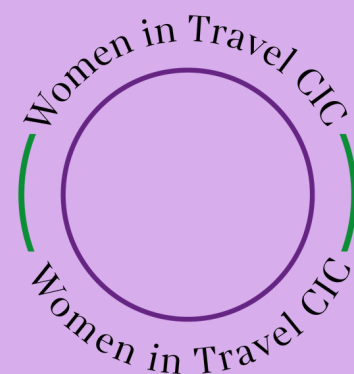
What is the Male Allyship Network mentoring programme?



Women in Travel's Male Allyship Network was launched at the **International Women in Travel & Tourism Forum** digital held in May 2021.

The new cross-industry Male Allyship Network in travel and tourism aims to foster **mentoring** and the **sponsorship** of women, particularly those from underrepresented groups.

It was backed by almost 30 industry leaders and its members are some of the **highest profile male professionals in travel and tourism**.



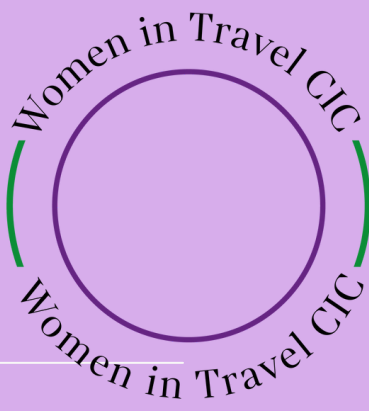
What is the Male Allyship Network mentoring programme?



‘The Male Allyship Network was universally agreed as a superb concept to engage, embrace and enrich the talent of women no matter their background, diversity, disability, orientation or ethnicity. ‘Lifting up’ individuals through the process of allyship; encouraging individuals to follow their path, forge successful careers, to strive and obtain leadership (senior to board level) roles within travel is what this project is all about.’

- Hugh King. Director of Business Development, UK & Europe, Battleface

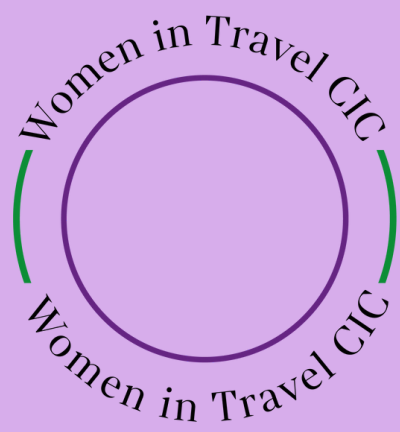
Who is an ally?



- Someone committed to **gender inclusion** and **equity** in the workplace.
- Someone who understands they have an **important role to play** in achieving that.
- Someone who wants to **visibly role model** an allyship behaviour
- Someone who is open to having an **enriching learning experience**, building relationships, and discover the challenges faced by women in the workplace.



Why join?



Through the mentoring and overall connections fostered by the programme, allies will be able to gain:

- Gender intelligence
- Allyship and mentorship skills
- DEI Role Model
- Visibility [internally and externally]

What do Allies say about the programme?

“ My **leadership style has now changed as a result**, through the way my mentee has provided me support and advice I've now adopted a similar way to help my direct report with their career development. ”

“ (...) the allyship programme has given me a **new lens on the challenges and opportunities** in the world and within the travel industry. I've found the **relationship to be very much two-way** and that, whilst I hope my mentee has found the experience as rewarding as I have, I'm learning so much about the challenges faced by women on the rise, that as my own career moves forward, I hope I'll be able to **better empower and promote the progression of women** and underrepresented groups. ”

“ It has been a tremendous opportunity to **build relationships** with two dynamic women in the industry who I hope to collaborate with regularly going forward. I also have tried to be very intentional about listening and understanding my mentee's lived experiences and perspectives in order to be more understanding as a manager, **learn how to support and coach other male leaders**, make concrete changes to my **communication and meeting facilitation style**, and think how I can **better advocate for systems change in this area**. ”

I Am IN...What's Next?

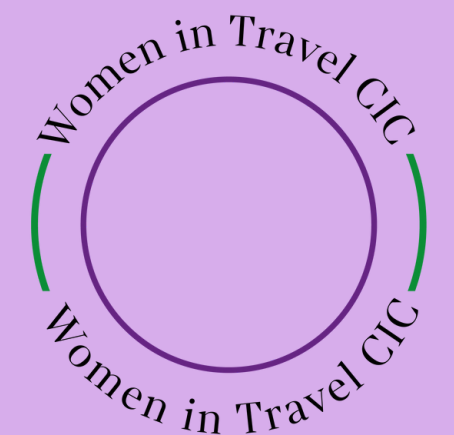


- Pay your annual membership via the **online payment facility**
- Once paid, you can register as a mentor [please follow Mentoring Services > Become a Mentor and then select **MALE ALLYSHIP PROGRAMME** in the section titled "What programme are you applying to mentor on?"] to confirm your interest in being matched with a mentee.
- Get matched ! We already have a number of mentees ready waiting even before openly promoting the opportunity !
- Please refer any other of your contacts who could be a good candidate for joining the Network

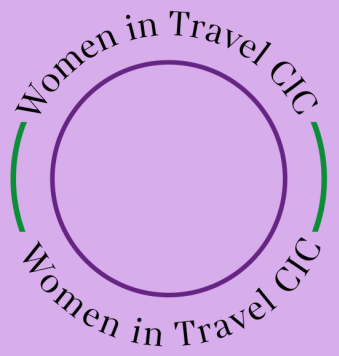
What does your **INDIVIDUAL** membership include?



- Allyship Training
- Online and in person networking
- Mentoring programme and associated activities
- Visibility via social media and events
- Opportunity to speak at the IWTFE
- Involvement in NEW Allyship research
- And other surprises for 2023!



What if I want to join as a company?



Available for 3+ Allies - With this package, you will receive multiple benefits:

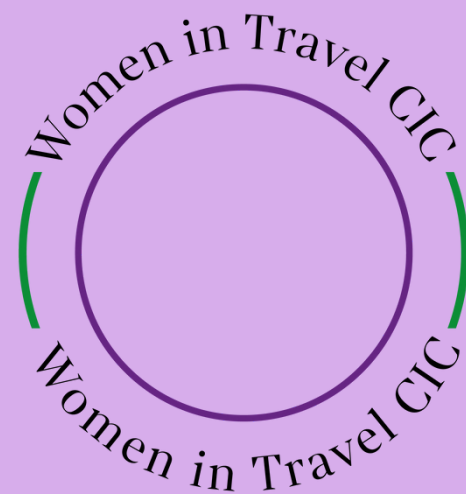
- Enhance company's branding.
- Attract and retain talent.
- Gain visibility and valuable intelligence.
- Be a role model for the industry.
- Dedicated allyship training and events depending on number of joiners.



Join Today!

For more information send an email to:

sonia@womenintravelcic.com or
alessandra@womenintravelcic.com



www.womenintravelcic.com/mentoring/