

Meaningful Mentorships Accelerate Success

DPAA's WE.DOOH (Women's Empowerment In Digital Out of Home) program announces webinar on Mentorship and New Mentoring Program

New York, March 22, 2022 -- [DPAA](#), the global trade marketing association, driving the digitization of out-of-home (OOH) media and its growing role in the Omnichannel mix, today announced it will hold its first WE.DOOH (Women's Empowerment in Digital Out of Home) webinar on March 24, at 11am ET.

DPAA's WE.DOOH program is a series of webinars, seminars, and networking events, designed to advance gender equality. The actionable workshop on March 24 looks at the critical role mentors play in supporting growth, career pathways, navigating office politics, problem-solving and more. The session will give attendees a roadmap how to structure mentor/mentee relationships and provide an early look at DPAA's new mentoring program.

The session will be led by Jennifer Willey, CEO of Wet Cement and DPAA's subject matter expert and will feature an introduction by Maureen McCloskey, Managing Director, Kinetic Worldwide and member of the WE.DOOH advisory board. For more information on this session, please contact Ajay.durani@dpaaglobal.com.

"DPAA's WE.DOOH program has been a big success and our sessions are well attended and provide tools that can be used immediately," said Barry Frey, President & CEO of DPAA. "The mentorship program will continue foster the great connections made by this program and take it to the next level."

This DPAA WE.DOOH event is open is open to DPAA Members. For further information or to register [contact DPAA](#).

About DPAA

DPAA is the global trade marketing association, driving the digitization of out-of-home (OOH) media and its growing role in the Omnichannel mix. Membership in the DPAA community brings many business acceleration benefits, including a wide array of products such as "DPAA Short Connects," "DPAA Homeroom," "DPAA Davos" and "DPAA Task Force." DPAA's WE.DOOH (Women's Empowerment in Digital Out-of-Home) runs a series of successful webinars and training sessions for personal and professional growth. The association's DEI Board participates in internships, mentorships and educational programs. DPAA also offers members an extensive database of research, best practices and case studies; tools for planning, training and forecasting; social media amplification of news; insights on software and hardware solutions; further integration into the advertising ecosystem as part of the video everywhere and marketing campaign; and more.

Media Contact

Ajay Durani

DPAA

718.926.2852 (m)

Ajay.duranidpaaglobal.com