



50 YOUNG TALENTS

50 Young Talents™
Celebrating European prodigies
Developed by La femme Hungary

50YT

50 Young Talents initiative brings 50 mentors and 50 prodigies together in a unique full-year talent supporting program. It focuses on talents under the age of thirty who, thanks to their exceptional gifts and diligence, may become key personalities in shaping the future.

50 Young Talents™
Bringing 50 mentors and 50 prodigies together



50 YOUNG TALENTS

Month 1

Launch of „50 Young Talents” program, call for nominations

Month 2-5

Pre-selection and jurying of candidates based on the online evaluation system; Mentor-Mentee pre-work and commitment

Month 6

“50 Young Talents” gala event and introduction of prodigies

Month 6-12

Mentoring program and full-scale communication roll-out

Why is it unique and credible?

50 Young Talents™ initiative is built on unique values and concept beyond any similar projects. It is transparent, objective and can deal with all fields of talent activity. It is professional and sustainable.

50 YOUNG TALENTS

INTRODUCTION AND SUPPORT – providing prodigies with effective support from media and renowned professional experts

TRANSPARENT AND CREDIBLE – clear KPIs including TalentIndex™ developed to evaluate talents in their field of activity

Highly distinguished and prestigious **MENTORS** from the field of art, science and business;

ESTABLISHED MENTOR & MENTEE COLLABORATION – knowledge transfer between mentors & mentees in a high-quality program frame;

FULL DIGITAL BACKGROUND – from the nomination phase to the jury system all phases are supported with specific online tools developed for the program

First market: Hungary

2012 was the first year of 50 Young Talents™ program

50YT



Launched in 2012

1373 nominations in 4 weeks from all over Hungary

2 professional partners, 4 sponsors

4 media partners including biggest TVs and Radios

2,5 million reach in communication campaign

200 thousand reference links in google



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Factors of success

Key components of a successful mentoring program

- High level of involvement and commitment by mentors, mentees and other stakeholders
- Outstanding reach with communication
- Events that bring mentors and mentees together (ceremonial gala event, press events and informal mentor meetings)
- Effective mentor-mentee cooperation
- Significant progress in talents' development (46 out of 50 talents say that was significant or very significant)



50 YOUNG TALENTS

50 Young Talents' IP and distribution rights owner is **Silver Kiadó Publishing Ltd.**

50YT will involve local promoters across EU countries.

Local Promoters will organize 50 Young Talents program in their countries;
with supervision and professional support

50 Young Talents will generate great PR and communication value for local promoters on their national market and Europe

Based on the success in Hungary
we will launch 50 Young Talents program across Europe



50YT

50 Young Talents will be presented in all major EU countries in the upcoming years

2017-2020

Hungary, Poland, Czech, Slovakia,
Romania , Germany, Switzerland, Austria, Belgium,
Luxembourg, Nederland

2021-2023


UK, France, Italy, Denmark
Spain, Portugal, Sweden, Norway, Finland
Latvia, Estonia, Croatia, Greece

50 YOUNG TALENTS

- ✓ **EASY TO ADAPT** – detailed roadmap and personal consultancy for smooth adaptation; program concept and processes tested in practice successfully
- ✓ **IMPRESS YOUR BUSINESS PARTNERS** – high-quality and established program process, power of positive PR; impress and involve your business partners as mentors, expand and strengthen business- and government network
- ✓ **LOCAL SALES POTENTIAL** – launching the program not only proves commitment to high valued goals (supporting talents), but sponsors and copartners can be easily involved
- ✓ **GREAT CSR FOUNDATIONS** – new flagship of corporate social responsibility that also contribute to brand objectives and strengthen company reputation

Strong fundamentals for Local Promoters

50YT

A black and white photograph of three young adults (two women and one man) smiling and holding a large white sign. The man is in the center, and the two women are on either side of him. They are all looking down at the sign with interest and joy.

50 Young Talents™ can be successfully
launched and operated in any countries due
to the adaptable concept and professional
support we provide.

Unique concept + Professional support =
SUCCESS GUARANTEED!

What 50YT provides Local Promoters?

- ✓ easy to adapt program documentation including detailed structure, timetable, step-by-step execution plan and checklist
- ✓ pre-selection and jury KPIs and process, explanation and algorithm of TalentIndex™ calculation
- ✓ principles and guideline for Mentor Program, how to select Mentors for the program
- ✓ Mentor's handbook / Mentees' handbook
- ✓ guide how to involve professional contributors, copartners (talent organizations)
- ✓ objectives, key messages and scripts for Mentor meetings and other program events
- ✓ communication strategy and action plan (marketing + pr), identity manual and master creatives, guidelines for media partnership, q&a
- ✓ program's terms and conditions, consent of personal data use, Mentor and Mentee disclaimers
- ✓ sales strategy, guideline for sponsoring packages, sales presentation

Digital platforms and licenses will provide promoters with

- ✓ access to complete application form and website engine
- ✓ access to jury system (web + calculation algorithm)
- ✓ exclusivity in specific countries
- ✓ access to the European Talent Network social media site (from 2019)
- ✓ IT support (subject of specific agreement)

Consultancy

- ✓ full scale training to the program structure and roadmap to success
- ✓ consultancy via skype/conf call during the preparation and roll-out phase



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Beside supporting the local programs 50YT will launch a **European Talent Network social media site**, which will integrate all local talents with high potentials into a very influential group of European prodigies.

50YT

Thank you!

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