

BANKING ON WOMEN RECOGNIZING THE REVENUE GENERATING MARKET OF TODAY

September 18th, 19th 2008
London, UK



Banking and financial institutions second-guess the value of the blossoming female market but, the numbers don't lie. There are now more female millionaires in the UK aged 18-44 than male. Surprised? Consider that an estimated half of all US wealth will be in the hands of women by 2010 and two-thirds by 2030.

The female market is bursting at the seams with financial opportunities you need to take advantage of now if you want to stay ahead of the game. Join us as we show you why it is imperative you invest in new programs that target the second half of the population.

BENEFITS IN ATTENDING

- Knowing why your financial institution needs to start offering female-oriented services
- Getting an understanding of the female sector and why it is profitable
- Learn what trends work for women in advertising
- Choosing the right investment schemes for women
- Hear what institutions are doing globally to successfully target women
- Know how to tailor your services to benefit you and prospective future female entrepreneurs

Media Partner



WITH CONTRIBUTIONS FROM:

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08:30 Registration & Morning Coffee

09:00 Welcome & Chairman's Opening Remark

Day 1 Conference Chair:

Mrs. Larke Riemer, Head of Women's Markets Cash Flow Solutions Group
Westpac Banking Corporation, Australia

1. THE FEMALE SIDE OF BANKING

09:10 Understanding Why Institutions Need to Offer Women's Services Now

- Why the time to listen and cater to women's business needs is here to stay
- Role of women on today's economy
- What this growing market has in store for you
- Women make (or influence) the vast majority of purchasing decisions today – where do you fit in?

09:50 Tapping into the Female Customer Base

- Steps needed to take to raise your chances of recognition
- Why today's female customer is not just another number
- Providing confidence, trust, & privacy in your products

Jeremy Ngunze, Executive Director, Consumer Banking
Standard Chartered Bank, Nairobi

10:30 Clarifying Stereotyping

- Men are not the only ones wearing the pants these days
- Drawing a fine line between men's and women's banking habits
- Your approach towards female clients and reasons it needs to be changed to retain them

Catherine Tillotson, Partner, Head of Research
Scorpio Partnership Consulting, London

11:10 Refreshments & Coffee Networking Break

2. MARKETING TO WOMEN

11:30 Tracking Female Demographics to Determine the Best Products

- Why the need for demographics, anyway?
- Global Trends
- Providing the right solutions and products
- Putting an end to misguided representation

12:10 One Size Does Not Fit All

- Misconceptions in marketing for today's business woman
- Delivering useful, unbiased solutions
- Why the label just doesn't cut it anymore
- Knowing your clients needs and delivering the right package

Erika Watson, Executive Director, Prowess, UK

12:50 Networking Lunch

14:00 Sharpening Your Segmentation

- Why the heightened need for segmenting
- Deliver the female market what it wants, when it needs it
- Staying on top of your game

3. MAXIMIZING ON WOMEN'S CRITICAL LIFE EVENTS

14:40 Effect of Women's Life Events on Their Finances

- What do we mean by women's life events
- Appealing to women during their critical life stages
- Marriage, career change, divorce, pensions, inheritance – providing reliable advice and flexible financial products

15:20 Refreshments & Coffee Networking Break

4. FINANCIAL PLANNING

15:40 Choosing the Right Investment Schemes

- Knowing the differences between women's and men's investment needs
- Accessing capital-where to turn for financial backing
- Creating realistic goals for female clients
- Wealth management for women

16:20 The Wealth Management Landscape for UK Women

- Summary of UK High Net Worth female market
- Focusing on wealth management for High Net Worth female clients

Sarah Deaves, Partner, Chief Executive, Coutts Private Bank, UK

17:00 Case Study: FORSA & the UAE

- Summary of women's financial sector in the Gulf
- What institutions are doing to target the female population
- Future trends and long-term goals

17:40 Chairman's Summary & Closing Remarks

08:30 Registration & Morning Coffee

09:00 Welcome & Opening Remarks from the Chair

5. WOMEN'S GLOBAL PERSPECTIVE

09:10 Case Study: Women's Coop Bank of Cyprus

- The Cyprian market and what it delivers to women
- Women's Coop Bank's philosophy and its women's services
- Outlook on the future

**Artemis Toumazi, President & CEO
Cyprus Women's Coop Bank, Cyprus**

09:50 Banking on Women in the Middle East

- Why the past few years have seen a surge in women's services
- Trends in services and the possibilities they provide financial institutions
- Is there a difference in the ways Middle East banking and financial institutions target women?
- Looking ahead

**Rana Al Hindawi, Product Manager-Johara, Retail & Business Banking
Dubai Islamic Bank, UAE**

10:30 The US Approach & Why It's Working

- Brief history of women-only services in the banking and financial world
- What the US is doing to satisfy female clients
- Differences in the European and US approach
- A look ahead at the future of providing women-only services

Teri Cavanagh, Principal, Cavanagh & Associates, Massachusetts, USA

11:10 Refreshments & Coffee Networking Break

6. WOMEN MEAN BUSINESS

11:30 Creating the Right Business Environment for Women – A 10 Year Journey

- Start with the research – know your customers
- The need for providing the education and information are the key
- Utilizing the electronic media to deliver the right outcome

**Larke Riemer, Head of Women's Markets, Cash Flow Solutions Group
Westpac Banking Corporation, Australia**

12:10 Providing Suitable Solutions for Women's Business Ventures

- Tailoring your services to match women's business needs
- The characteristics, style and power of women and networks
- Propositions that satisfy you and your clients

Clare Logie, Director, HBOS Women, Bank of Scotland Corporate, UK

12:50 Strategic Interactive Lunch

14:00 {Topic to be Announced}

**Elena Fedyashina, Executive Director, The Committee of 20
{Assoc. of Russian Women Business Leaders}, Russia**

**Elvira Maymina, Chairman of the Board, Westpac OJSC Commercial
Bank "Gazinvestbank", Russia**

14:40 Growth of Women's Businesses in Europe

- Why the sudden surge in women owned businesses
- What the numbers are saying
- How you can get in on the game

7. MICROFINANCE

15:20 Case Study: First Women's Bank in Pakistan

- Why a women's only bank?
- Services First Women's Bank offers to low-income women
- Future trends and long-term goals

Zarine Aziz, President & CEO, First Women's Bank, Ltd., Pakistan

16:00 Afternoon Break

16:20 Women's World Banking: Expanding Low-Income Women's Horizons

- WWB's history and achievements
- Why the need for Microfinance to low-income women
- WWB's outlook on the future financial markets of third-world countries and its goals for women

**Mary Ellen Iskendarian, President & CEO
Women's World Banking, USA**

17:00 Summary of Strategic Interactive Lunch

17:10 Closing Remarks & End of the Conference

REGISTRATION DETAILS

PLEASE COMPLETE THE FORM USING BLOCK CAPITALS
AND FAX BACK TO +420 226 538 111

Please complete a separate Registration Form for each delegate. You can make photocopies of this form if necessary.

DELEGATE DETAILS

Full Name:

Job Title:

Company:

Direct Tel.:

Mobile:

Fax:

Email:

Signature & Date:

COMPANY DETAILS

House # & Street:

City: Post Code:

Country:

VAT Reg. Number:

PAYMENT | Conference Fee: 1641 EUROS

Fee includes conference participation, conference materials including CD-ROM, luncheons and refreshments during the 2-day event and all service and VAT charges

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CONFIRMATION

Once a conference space has been allocated to you, we will write to confirm the date and receipt of your payment.

SPONSORSHIP

A limited amount of exhibition space and other packages are available for leading solution providers to attend the conference. For further information, please contact: **Jeff Maric**

+420 226 538 100 | jeff@uniglobalresearch.eu

WITH THANKS

I would like to thank everyone who assisted with the research and organisation of this conference, particularly the speakers for their support and commitment. **Mira Mazgut**, Conference Producer

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Accommodation

Hotel accommodation and travel expenses are not included in the registration fee.

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