

# STUDY TOUR

BLC Bank Lebanon  
February 3-5, 2016

REGISTER  
NOW!

We are pleased to invite you to a study tour hosted by **BLC Bank**. The tour is an excellent opportunity for new members with early-stage Women's Market programs and those looking to take their programs to the next level.

**BLC's Women's Market program – We Initiative**, was launched in 2012 and has already attained significant results. As part of this study tour, you will be able to meet the team responsible for developing its strategy and discuss opportunities, challenges and lessons learned.



## 1 Day 1

Strategy for becoming the bank and employer of choice for women, Empowering the distribution network, the External CVP

## 2 Day 2

The power of social media, SME Academy, Brilliant Lebanese Awards, measuring results

## 3 Day 3:

Women-focused SME Approach, Customer panels



Visit BLC Bank online:

To register or for more information on the BLC Bank Study Tour, email **Vanessa Van Landingham**.



[GBAforWomen.org](http://GBAforWomen.org)

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BUILDING WOMEN'S WEALTH WORLDWIDE