

2016 ANNUAL SUMMIT

Washington, DC

#GBASummit

Master Class AGENDA

October 18, 2016

8.00 AM – 9.00 AM REGISTRATION & LIGHT BREAKFAST

9.00 AM – 9.15 AM

WELCOME REMARKS

INEZ MURRAY, Chief Executive Officer,
Global Banking Alliance for Women

CAREY BOHJANEN, Managing Director,
Sustainable Finance Advisory

9.15 AM – 9.30 AM

GLOBAL BANKING TRENDS AND THE CASE FOR TARGETING THE FEMALE ECONOMY

PAUL JENKINS, Partner,
McKinsey & Company

Paul will share trends in bank profitability and discuss why the Women's Market presents a great growth opportunity.

9.30 AM – 10.15 AM

WHAT SHE WANTS: MARKET INSIGHTS FROM 20 COUNTRIES

JOANNE THOMAS YACCATO, President,
The Thomas Yaccato Group

Joanne will share her insights from over 20 years of conducting market research and developing customer value propositions for corporations and banks targeting the Women's Market.

10.15 AM – 10.30 AM

THE BUSINESS CASE: GBA BANK AGGREGATES

REBECCA RUF, Vice President, Programs;
Global Banking Alliance for Women

Rebecca will discuss the profitability of the Women's Market using results from GBA banks on growth, savings, product usage, loyalty rates and risk.

10.30 AM – 11.00 AM COFFEE & NETWORKING

CASE STUDIES

Representatives from three GBA banks that have found great success with the Women's Market share key elements of their stories.

11.00 AM – 11.20 AM

CASE I: BLC BANK

TANIA MOUSSALLEM

*Chair, Global Banking Alliance for Women;
Assistant General Manager, BLC Bank*

Tania will share the rationale for developing BLC Bank's Women's Market program and how its success has resulted in a key differentiating strategy as well as a strong business case.

11.20 AM – 11.40 AM

CASE II: WESTPAC BANKING CORPORATION

AINSLIE VAN ONSELEN

*Director of Women's Markets, Inclusion & Diversity;
Westpac Banking Corporation*

Ainslie will present Westpac's approach to its Women's Markets program, giving participants a window into a long-term strategy for becoming the bank of choice for women.

11.40 AM – 12.00 PM

CASE III: BANCO BHD LEÓN

DANIEL GUTIÉRREZ

Vice President, Business Development; BHD León

Daniel will offer insights on BHD León's strategy of product bundling in developing its customer value proposition for women and the program's solid business case from its first year of operation.

12.00 PM – 12.15 PM WRAP-UP



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