



Cape Town, South Africa
June 25-29, 2018

CONTENT HIGHLIGHTS

DAY 1

GBA Master Class: The Strategic Case for Serving the Women's Market

DAY 2

Building the Business Case and Creating the Customer Value Proposition

Understanding the Opportunity

Developing the CVP: Financial & Non-Financial Services

DAY 3

Developing and Embedding the Program

Segmentation Strategies

Marketing the Program

Achieving Internal Alignment

DAY 4

Building Organizational Culture

Diversity & Inclusion and Gender Sensitization

Transforming the Sales Model

DAY 5

Finalizing the Strategy

Measuring Results

Putting It All Together: Pitch Competition

Save the Date: June 25-29, 2018 GBA All-Stars Academy Africa

The **Global Banking Alliance for Women** is pleased to offer our acclaimed All-Stars Academy program for the first time in South Africa. The immersive weeklong learning course is designed to help financial services professionals develop the critical tools they need to serve women well, tackling the knowledge gap in the financial services community around the need to target women as a distinct market and how to do this effectively using a holistic value proposition that meets their real-world needs. The Academy complements and builds upon the GBA's world-class peer learning activities, featuring experienced guest lecturers from member banks with thriving Women's Market programs who offer their expertise on a variety of subjects related to developing and implementing a strong, sustainable program for women.



By the end of the course, participants will have gained an understanding of the key elements of a Women's Market strategy and best practices for supporting implementation. Through a highly practical and interactive approach, each participant will develop a plan for executing and evaluating next steps for their programs. As a follow-on to this course, participants from GBA member institutions will also have the option of joining the GBA Mentoring Program to form a cohort to maintain network support.

Enrollment is open to senior bank executives with responsibility for new business development, marketing or new customer segments. The program is ideal for GBA bank members at the early stage of Women's Market program development as well as banks that are seriously considering introducing a program.

[Click here](#) to access the application form.



Creating Markets, Creating Opportunities

FMO

Entrepreneurial
Development
Bank



International Development Research Centre
Centre de recherches pour le développement international

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Ministry of Foreign Affairs