

# BLC BANK STUDY TOUR

Beirut | 18-19 November

## NOVEMBER 18

8.30 AM - 5.30 PM

Strategic and Business  
Case for We Initiative

Becoming the Employer  
of Choice for Women

From Market Research  
to Customer Value  
Proposition

Building the Customer  
Value Proposition:  
Financial Services

Product Development

Building the Customer  
Value Proposition:  
Non-Financial Services –  
a Brand Differentiator

Panel: Meet the Partners

Panel: Meet the  
Entrepreneurs

## NOVEMBER 19

8.30 AM - 4.30 PM

Marketing to Women and  
Building the Sub-Brand

Lending to Women:  
Credit Analysis Approach

Measuring Results

Embedding the Program

**FINANCIAL  
ALLIANCE  
FOR  
WOMEN**

