

January 20-24, 2020 | QUITO, ECUADOR

DAY 1: January 20, 2020

**The Power of the Female Economy:
Transformation Through Inclusive Finance**

8.30 Welcome Coffee and Networking

9.00 **Financial Alliance for Women Global
Forum**
Women's Financial Services in Ecuador:
A Country Snapshot

An Ecosystems Approach to Women's
Financial Inclusion in LAC

Strategic and Business Case for Targeting
the Women's Market

Case Studies: Banco Pichincha, Westpac,
Banistmo, Banco BHD León

13.15 Lunch

14.35 **All-Stars Academy Americas**

Action Plan Introduction

18.15 Welcome Dinner

DAY 2: January 21, 2020

Building the Business Case and Creating the CVP

8.30 Welcome Coffee and Networking

9.00 **Welcome and Overview of the Day**

Understanding the Opportunity
Internal Analysis and Data

Problem Solving: Exercise and
Dialogue on Sex-Disaggregated Data

External Analysis and Market Sizing

Business Case Tool Introduction

Financial Returns and Understanding the
Opportunity Q&A

10.50 Tea and Networking

11.10 **Building the CVP: Financial Services**
Problem Solving: Segmenting the
Women's Market

Best Practice Example: Life Moments at
Westpac

How to Develop CVPs

12.20 Lunch

13.20 **Financial Services Product Innovations for
Women: A Facilitated Discussion**

Building the CVP: Non-Financial Services
Rationale for NFS

Problem Solving: Information,
Education, Networking, Recognition

Best Practice Example: NFS at Banistmo

Best Practice Example: NFS at Westpac
and Maximizing Customer Impact

15.30 Tea and Networking

15.50 **Action Plan Workshop**

Coaches' Corner

DAY 3: January 22, 2020

Developing and Embedding the Program

8.30 Welcome Coffee and Networking

9.00 **Welcome and Overview of the Day**

Meeting the Needs of Women of Wealth
Introduction to the Market

Best Practice Example: Westpac

Lending to Very Small Enterprises
Understanding the Segment

Best Practice Example: Banco Pichincha

**Problem Solving: From Research to
Action**

11.20 Tea and Networking

11.50 **Marketing the Program**
Problem Solving: Stereotypes and Marketing to Women
 Marketing Approaches, Building the Women's Market Brand and Best Practice Example: Banco BHD León

13.10 **Lunch**

14.10 **Embedding the Program: Internal Alignment**
 Structure, People, Engagement and Communications
 Best Practice Example: Westpac

Ecosystems to Serve the Women's Market
 Problem Solving: Ecosystem Mapping
 Best Practice Example: Leveraging Ecosystems and the Capital Markets – Banistmo's Gender Bond

Best Practice Example: Ecosystems that Create Innovative Financial Services for Women

15.50 **Tea and Networking**

16.10 **Action Plan Workshop**
 Coaches' Corner

18.15 **Old City Visit and Cocktail Reception**

DAY 4: January 23, 2020
Building Company Culture and Measuring Results

8.30 **Welcome Coffee and Networking**

9.00 **Welcome and Overview of the Day**
Embedding the Program: Diversity and Inclusion
 Becoming the Employer of Choice for Women

Best Practice Examples Dialogue: Westpac and Banco Pichincha

10.50 **Tea and Networking**

11.10 **Embedding the Program: Changing Mindsets**
 Unconscious Bias: What Is it and Why Is it Important

Implementing Gender Intelligence Training

Best Practice Example: Banco Pichincha

Problem Solving Role Play: Gender Bias and Customers

12.50 **Lunch**

13.50 **Measuring Results**
 Establishing KPIs, Tracking Data Systems, Scorecards and Setting Targets
 Problem Solving: Best Practice Example Explorations – Banco BHD León, Banco Pichincha, Banistmo, Westpac

14.50 **Tea and Networking**

15.20 **Finalizing Action Plans**
 Coaches' Corner

DAY 5: January 24, 2020
Finalizing the Strategy

8.30 **Welcome Coffee and Networking**

9.00 **Welcome, Overview of the Day, Force Field Analysis and Road Map**

10.15 **Tea and Networking**

10.45 **Business Case Pitch Preparations**

Selling it Back at the Office: Participant Pitches

12.15 **Lunch**

13.15 **Final Participant Pitches**

Certificates Ceremony

15.15 **Excursion: Mitad Del Mundo and Cocktail Reception**