



## Hosting a Women's Bond Club Event

### Description

Corporate member firms host events to promote their brand and commitment to women in leadership. Most firms host (or co-host) an event once every 12-18 months. Events can be either educational or networking-only gatherings. Educational events typically focus on regulatory and government activities, economic and market outlook, risk management, technology trends and leadership development.

### Reasons for Hosting

Firms host events to showcase themselves as a thought leader who cares about diversity and inclusion. Firms do it to maximize associates' engagement levels, grow revenue and promote themselves as a charitable organization that invests in others.

### Target Audience

The best events have the broadest audience. The Women's Bond Club provides you access to 650+ buy-side, sell-side, technology and operations professionals. We also encourage firms to invite their own women's affinity group, both male and female executives (who provide subject matter expertise and for networking purposes), as well as other business contacts (associates, clients, prospects, vendors) who would benefit from the event.

### Expected Outcomes

By hosting an event, a Firm should expect

- More business as more industry contacts are aware of your services and expertise
- Higher associate satisfaction as you show your commitment to investing in people
- Better press relations as attendees identify you as a diversity & inclusion leader

### Structure & Logistics

Hosting firms provide venue, refreshments and food, subject matter expertise, invitations and registration process. If preferred, a co-host can share in the expense and planning.

Many firms use the following structure for the evening:

- 6:00 – 6:30, *Welcome Reception*
- 6:30 – 8:00, *Speaker and/or Panel*
- 8:00 – 9:00, *Networking Reception*

Volunteers of the Women's Bond Club are also available to assist in organizing the various activities.

### Additional Information

For additional information, please contact Mayra Sacco at [mayra.sacco@bnymellon.com](mailto:mayra.sacco@bnymellon.com) or Mary Caracappa [mary.caracappa@morganstanley.com](mailto:mary.caracappa@morganstanley.com).



WOMEN'S BOND CLUB  
LEAD. LEARN. RETURN.

## Previous Events: 2009/2010

- Presidents' Welcome Reception, October 2010
- Senior Women's Dinner, October 2010  
*Corporate Success: A Function of Leadership, Productivity and Laughter*
- Committee Volunteers Thank You, July 2010
- Technology Symposium, June 2010  
*Predictive Analytics: Mining the Past, Getting in Front of the Future*
- Annual Meeting & Scholarship Awards, June 2010
- New Members Welcome Breakfast, May 2010
- Annual Merit Award Dinner\*, April 2010
- Economic Outlook, March 2010  
*Impact of Regulatory Changes on the Global Markets*
- Economic Outlook, February 2010  
*The New Post-Recession Paradigm*
- Risk Management Update, January 2010  
*The Future of Risk Management post the Credit Crisis*
- Annual Holiday Party, December 2009
- Economic Outlook, November 2009  
*Dark Liquidity Pools & Derivatives*
- Diversity Roundtable, October 2009  
*Embrace Diversity & Build a Competitive Edge*

### Sponsoring Firms

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\* Merit Award Dinner is a major annual event with over 650 attendees.