

WOMEN IN CONSUMER FINANCE

EVENT GUIDE



NOVEMBER 10-12



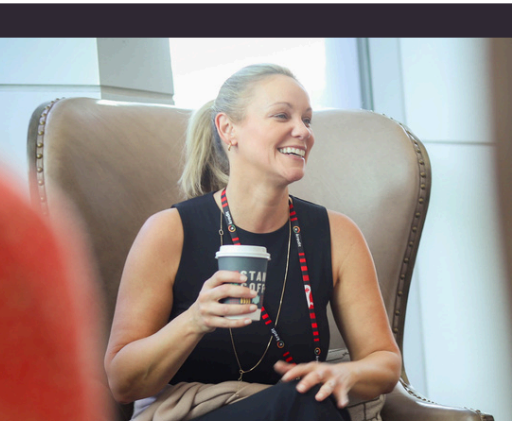
CHARLOTTE, NC



EMPOWER YOUR TEAM. ELEVATE YOUR ORGANIZATION.

At our 3-day Leadership Summit, ambitious women at all career stages:

- ✓ **Cultivate connections** that advance their careers
- ✓ **Develop confidence** in their ability to lead
- ✓ **Gain insights** that drive innovation and growth
- ✓ **Transform** their outlooks and trajectories



LEADERSHIP SUMMIT AGENDA

Our Leadership Summit agenda has 3 objectives – grow networks, inspire confidence, advance careers. Here’s how we do it:



**CONNECTION
OPPORTUNITIES**



**INSPIRATIONAL
SPEAKERS**



**ACTIVE
LEARNING**

PRE-CONFERENCE

Early October through November 9

**Early
Oct.**

Team Virtual Meet & Greet

To help attendees feel supported, everyone is placed on a team. Teams connect and get to know each other before they arrive on site.



**Nov. 9
4:30 PM**

1st Timer Orientation

This orientation is a chance for WCF newcomers to settle any nerves, start connecting, and get excited for the coming days.



DAY 1

November 10

**8:30 AM
↓
9:30 AM**

Breakfast

Attendees will have the chance to grab a bite to eat with their team or industry connections.



**9:30 AM
↓
11:30 AM**

Optional Morning Volunteer Activity

Giving back is at the heart of our values. This activity will allow participants to have a positive impact on the local community while connecting.








**1:00 PM
↓
2:00 PM**

Roundtables





Attendees will gain valuable insights and talk through challenges with peers. There are a variety of conversation topics to choose from. **See more on page 8.**



<p>2:15 PM ↓ 3:30 PM</p>	<p>Speed Networking Our structured networking activity is the perfect opportunity to meet even more women and start building beneficial relationships.</p>	
<p>4:00 PM ↓ 4:40 PM</p>	<p>Meet Your Team & Official Welcome Teams will meet in person for the first time while we set the stage and build excitement about the coming days.</p>	
<p>4:40 PM ↓ 5:20 PM</p>	<p>Inspiring Keynote Speaker Diane Morais (Former President of Ally Bank) will take the stage to share career insights and advice. Learn more on page 7.</p>	
<p>5:20 PM ↓ 5:45 PM</p>	<p>Our Stories This session demonstrates the power of embracing your story. Attendees will hear women from our community share their inspiring journeys. See more on page 7.</p>	
<p>6:00 PM</p>	<p>Dinner (on your own or with your team) Most teams plan for an off-site dinner to get to know each other. Some opt for other pre-planned networking connections.</p>	

DAY 2

November 11

<p>7:45 AM ↓ 8:45 AM</p>	<p>Breakfast Attendees will have the chance to grab a bite to eat with their team or industry connections before the day begins.</p>	
<p>8:45 AM ↓ 9:15 AM</p>	<p>Morning Mindfulness Participants will recenter and set their intentions for the day during this relaxing morning meditation.</p>	
<p>9:15 AM ↓ 10:15 AM</p>	<p>Breakout Session 1 Attendees will have the choice to learn through either interactive workshops or guided roundtables. See more on page 8.</p>	
<p>10:45 AM ↓ 11:45 AM</p>	<p>Breakout Session 2 Additional workshop and roundtable options will be available. See more on page 8.</p>	


11:45 AM
↓
1:00 PM

Lunch
Attendees will refuel while they reflect on the morning and continue building relationships with one another.




1:00 PM
↓
1:30 PM

Our Stories
More women from our community will share their journeys of challenge and perseverance. **Learn more on page 7.**




1:30 PM
↓
2:15 PM

Fireside Chat
A powerhouse panel of leaders will demonstrate the success that's possible for ambitious women with goals and supercharged networks. **See more on page 7.**




2:30 PM
↓
3:30 PM

Trivia
Who doesn't love a little friendly competition? Our trivia activity is a fun way to connect while having a great time.




6:00 PM
↓
9:30 PM

Awards Dinner & Dance Party
We'll celebrate some of the best and brightest women in consumer finance before letting loose on the dance floor.



9:30 PM
↓
11:30 PM

Karaoke After Party
Attendees will have the opportunity to sing their hearts out or cheer others on while they give it their best go on the microphone.




DAY 3

November 12

8:00 AM
↓
9:00 AM

Final Team Reflections
Teams will meet one last time to reflect on their experiences, share their takeaways, and say goodbye over a light breakfast.





CONNECTION OPPORTUNITIES

Everyone connects differently. We offer a **blend of structured and casual networking** opportunities, giving attendees ample ways to build career-enhancing relationships. Our networking spans from traditional roundtables to competitive trivia. **Here are some highlights:**

SPEED NETWORKING



ROUNDTABLES



VOLUNTEER ACTIVITY



TRIVIA



MARKETPLACE SHOPPING



KARAOKE



COFFEE BREAKS



DINNER & DANCING



TEAM MEETINGS





INSPIRATIONAL SPEAKERS

Here, speakers get personal. They share insights gained through real setbacks and triumphs. Their openness shifts perspectives, instills a stronger sense of purpose, and encourages attendees to grow.

KEYNOTE SPEAKER

Our 2025 keynote speaker will be Diane Morais, Former President of Ally Bank. She will motivate attendees to go after their goals by sharing lessons and insights gained over the course of her distinguished career in financial services. [Learn more about Diane.](#)



FIRESIDE CHAT

A powerhouse panel of leaders will demonstrate the success that's possible for ambitious women. 2025 panelists will be:

- Diane Morais (Former President of Ally Bank)
- Julia Carreon (Ex-Citi, Wells Fargo)
- Meg Ryan (Ally Bank)



STORYTELLERS

Attendees will learn the power of embracing their career paths as women from our community share their journeys. **This year's stories will cover:**

- Finding community to drive growth
- Maintaining a resilient mindset during challenges
- Embracing vulnerability as a strength





ACTIVE LEARNING

WORKSHOPS

Our workshops are designed to help women **develop their leadership abilities** and reach their full potential. This year's workshops will cover:

- AI Essentials to Future-Proof Careers
 - Strategic Visibility for Women Who Hate Self-Promotion
 - Wellness Strategies for High-Performing Women
 - Words that Work: Effective Communication for Empowered Teams
-

ROUNDTABLES

Our roundtables provide a space for attendees to connect through their common **personal and professional challenges**. 2025 topics include:

Personal topics:

- Caring for Aging Parents
- Financial Wellness: Beyond the Budget
- Juggling Kids & Career: Real Talk for Working Moms
- Leading through Loss
- Mentoring, Coaching, & Therapy: How to Choose the Right Support

Professional topics:

- Best Practices for Building Well-Rounded Teams
- What's Next? Career Shifts for Executive Leaders
- Effective Leadership Amidst Constant Change
- Making Your Takeaways Tangible
- Connection by Function (Business Owners, Customer Relations, Finance & Accounting, General Executive Management, HR, Legal, Marketing, Operations, Product Management, Risk & Compliance, Sales, Technology)

LEADERSHIP SUMMIT PRICING

November 10-12 | The Westin Hotel | Charlotte, NC

Individual Pass

\$1,650

- ✓ Full event access with keynotes, panels, and workshops
- ✓ Networking and relationship building

Buy Now

Team of 5

\$7,500

- ✓ Full event access with keynotes, panels, and workshops
- ✓ Additional group attendees - \$1,500

Buy Now

Team of 10+

\$1,250

per attendee
(price does not increase)

- ✓ Special offer for companies who commit to sending 10+ women
- ✓ Receive WCF sponsor perks at no additional cost

Learn More

The ROI is real.

UPON LEAVING WOMEN IN CONSUMER FINANCE



88%

feel more confident in their leadership ability



75%

feel full of potential and excited about their future



93%

feel motivated to continue their growth

ONE YEAR AFTER ATTENDING...



58%

take on responsibilities previously outside of their comfort zone



37%

get recognized by leaders for contributing at higher levels than before



1 in 4

receive a promotion at their company



37%

share tools and concepts with colleagues who didn't attend, extending value across the organization



1 in 5

obtain new clients directly from relationships built at WCF



52%

begin mentoring others within their organizations whom they hadn't before, strengthening their company's talent base



1 in 5

speak at conferences for the first time, increasing their company's visibility and authority



34%

start mentoring professionals outside their organizations, expanding their networks and opening doors for new partnerships

COMMUNITY IMPACT

Each year, WCF aligns with organizations that develop financial stability for women, girls, and their families. **Our 2025 community impact partners include:**



All families deserve a better future, no matter their race, ethnicity, or zip code.

Poverty, like wealth, is passed down from generation to generation. LIFT's mission is to break that cycle by investing in parents. They build families' well-being, financial strength, and social connections to lift two generations at once.



Rock The Street, Wall Street

Empowering young women to navigate the world of finance.

Rock The Street, Wall Street provides high school girls and university women industry access, guidance, and support on their journey from classroom to career while fostering expanded participation in the capital markets.



Prevent furniture tip over accidents. Save lives.

50,000 furniture tip over accidents occur every year. 100% of them are preventable. Maddie's Message works to stop these tragedies by providing free furniture anchors to families, spreading awareness, and advocating for furniture safety.