



2024 Stats

Connect

- **What % of our members registered for a WIFM event in 2024?**
 - **11%** (886 members)*
 - *since transitioning to the CRM for event registration in June 2024
- **How many events did we host in 2024 vs 2023?**
 - **2024**
 - **16** in-person
 - **7** virtual
 - **2023**
 - **12** in-person
 - **7** virtual
- **What were our most successful events in 2024? (Outside of the Gala and conference)**
 - Asset Management Derivatives Forum - WIFM Washington Update in Laguna
 - Treasury Clearing: Market Structure Impact and Path to Readiness in NYC
 - Boston events
 - EU Gala in London
- **What website analytics do we have, and are we seeing an increase in traffic?**
 - We will have Google Analytics on our new website.
- **What LinkedIn analytics do we have, and are we seeing an increase in traffic?**
 - **9,000+** followers YTD, a **50%** increase from 6,000 followers at the end of 2023
 - Over **300,000** organic impressions in 2024
- **How many new members have we added? Where are we seeing the greatest growth?**
 - **~8,000** global members YTD, a **33%** increase from 6,000 members at the end of 2023
 - **532** new members in the last 3 months (majority from the US, followed by the UK, with **32** new APAC members)
- **Current Global Distribution**
 - 4202 in the United States
 - 3098 in the Tri-State Area (NY, NJ, CT)
 - 191 in Boston
 - **1850** in Europe
 - **94** in APAC
 - **1945** Other/Unknown

Elevate

- **How many WIFM members have updated their profile with us in the last 12 months?**
 - The email “WIFM Announcement - CRM & Update Contact Info” received a **35.84%** open rate.

- The self-service page received over **4000** views. We are unable to track which members have made updates.
- **Have we received any success stories about jobs being filled through our job postings or whisper network?**

Advance

- **What was the growth in our programming in 2024 vs 2023?**
 - **Cohort Programs (Emerge, RS, and TB)**
 - 2024- 95 women
 - 2023- 91 women
 - **Ally Program**
 - Cohort 1- 14 men
 - Cohort 2- 17 men
 - **Wolfpack Program**
 - 2024- 305 in 40 Wolfpacks
 - 2023- 235 in 33 Wolfpacks
 - **Mentorship Program**
 - 2024- 106 women
 - **Scholarships**
 - 2024- 99 applications, 15 winners
 - 2023- 30 applications, 20 winners

2025 Outlook

- **What does our programming look like for 2025?**
 - **Cohort Programs**
 - 102 cohort members
 - **Wolfpack Program**
 - 488 women total
 - **Mentorship Program**
 - 91 Matches
 - **Sponsor Hosted Events**
 - 11 marquee events (including S&P)