

# Events Committee

## Committee Members

Co-Chairs: Tracy Rucker-Wilson, Bari Trontz

Committee Members: Kyle Brandon, Jackie Mesa, Marta Poleszczuk, Sam DeZur, Cassandra Tok, Marisol Collazo

Goals (2024)	Leads	KPIs	Plan Date	Rating	Trend
1. <b>Sponsor</b> - Deliver high quality, industry-related marquee/large events to WIFM sponsors	TRW/Bari	<ul style="list-style-type: none"> <li>Partner with WIFM gala sponsors to deliver 6 high quality events this year                             <ul style="list-style-type: none"> <li>Diamond (\$15k budget each) – Nomura (Nov 19)</li> <li>Platinum (\$10k budget each) – BBG (Nov 14), S&amp;P (defer to Jan 2025); Completed: BofA, DTCC, LSEG/LCH, Options Group</li> </ul> </li> </ul>	All year		
2. <b>Industry</b> - Sponsor/participant key industry events	Kyle/Jackie/others	<ul style="list-style-type: none"> <li>ISDA AGM – WIFM ICE panel</li> <li>Eurex derivatives forum</li> </ul>	All year		
3. <b>Expansion</b> - Deliver virtual/regional small-scale events to expand WIFM membership and engage with WIFM members outside of LDN and NYC	Marta/TRW/Bari	<ul style="list-style-type: none"> <li>Engage with partners and/or local WIFM ambassadors/members to organize 4 smaller scale events outside of NYC/LDN and attract new WIFM members to increase our membership</li> </ul>	All year		
4. <b>All-member</b> - deliver all-membership events to all WIFM members	Katie / TRW/Bari	<ul style="list-style-type: none"> <li>2 WIFM ambassadors to own the executions of the all-member leadership events. (ideals + execution)</li> <li>Baseline - host 1 all-membership leadership event (in-person or virtual serious) per quarter (4 in total)</li> </ul>	All year		

## Executive Summary on Progress (Q3 2024)

- Executing remaining sponsor events for 2024; Completed Summer Leadership series (virtual)
- Planning for 2025 events will begin in November, including deferred sponsor event with S&P and in-person all member leadership event
- 2024 events included several regions outside NYC and London: Boston, Los Angeles, Laguna, Houston, DC (ideation phase)

## Discussion Items

- Proactive advance scheduling of 12 sponsor events to ensure they are spaced throughout 2025

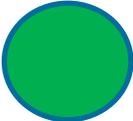
# Leadership Committee

## Committee Members

Chair: Jackie Mesa Committee Members: Julie Winkler, Tara Dziedzic, Kyle Brandon, Victoria Greenberg, Samantha DeZur, Lona Mozumder, Karen Wares, Claudia Downing, Tracey Rucker-Wilson, Cassandra Seier, Joyce Thormann

Goals (1/24-12/24)	Leads	KPIs	Plan Date	Ratings
Refine / execute cohorts		Meet to set up the cohorts (DONE)	Q1	
		Revise the trailblazer program (DONE)	Q1	
		Execute cohort events (DONE)	Q2	
		Assess effectiveness of program	Q3	
Continue allyship		Check-in with board member mentors	Q3	
		Assess effectiveness of program	Q4	
Continue Wolfpacks		Create packs (DONE)	Q1	
		Have first facilitator coaching sessions (DONE)	Q1	
		Check-in with packs (DONE)	Q2	
		Have second facilitator coaching session (In Nov.)	Q3	
		Assess effectiveness of program	Q4	
Distribute Scholarships		Have planning meeting (DONE)	Q1	
		Send out the scholarship applications (DONE)	Q2	
		Collect and decide on the winners	Q4	
		Dispense 2023 scholarships	Q4	

# Leadership Committee

Goals (1/24-12/24)	Leads	KPIs	Plan Date	Ratings
Deploy curriculum		Assess 2023 curriculum program (DONE)	Q1	
		Initiate coach selection process (DONE)	Q1	
		Complete coach selection (DONE)	Q1	
		Conduct mid-term assessment of program (DONE)	Q3	
		Conduct graduation events	Q4	
		Assess effectiveness of program	Q4	
Establish mentoring		Complete matches (DONE)	Q1	
		Conduct mentorship training session (DONE)	Q1	
		Conduct mid-year checks with mentors / mentees (DONE)	Q2	
		Assess effectiveness of program (On-Going)	Q4	
Establish conference		Finalize panels (DONE)	Q1	
		Finalize non-panel items (networking, happy hour) (DONE)	Q1	
		Complete invitations (DONE)	Q1	
		Have conference (DONE)	Q1	
		Assess effectiveness of conference (DONE)	Q1	

# Nominating and Governance Committee

**Committee Members**  
 Chair: Tara Dziedzic  
 Committee Members: Tracey Jordal, Cassandra Seier, Marisol Collazo, Julie Winkler

Goals (2024 goals)	Leads	KPIs	Plan Date	Rating	Trend
Add 4 more Board Members ultimately bringing Board to 21 members	Dziedzic	Increase in size of Board Members YOY	Q4		
Continue engagement of Advisory Council	Seier	Continue to engage the members for ideas	Q1-Q4		
Succession Planning for Board Leadership Roles	Winkler	Roll out succession plan	Q1-Q2		
Engage WIFM Ambassadors	Dziedzic/Seier/Winkler/Jordal	Create Ambassador on-boarding guidelines and monitoring reporting for the 2 year terms	Q1-Q4		

**Progress Report**

- Total of 17 WIFM board members currently. Two board members have indicated a desire to step down in 2024. Three new Board Members have been appointed: 1) Samantha DeZur, 2) Marta Poleszczuk, and 3) Margoth Pilla. This takes the number to 17 but we intend to add 1-2 in UK/EU and another in the US.
- Advisory Council (Marisol Collazo, Dawn Stump, Angie Karna; Rachana Bhide, Georgie Dickins, Kay Swinburne and Supurna Vedbrat) is intended to be a small group of women to occasionally advise the WIFM board.
- Continued succession planning and discussion ongoing.
- WIFM Ambassadors continue to help with programming and WIFM committees. The Committee has established nomination and expectations for the Ambassadors.

**Discussion Points**

- Will be sending the annual board assessment to board members to complete before the annual June meeting. *We are considering changing the cadence to 2 years and for new Board Members.*
- Note the new forms for Ambassador nomination and expectations.

# Finance Committee

## Committee Members

Chair: Margo Pilla

Committee Members: Julie Winkler, Cassandra Seier, & Tracy Wilson

Goals (2024 goals)	Leads	KPIs	Plan Date	Rating	Trend
Work closely with the Fundraising Committee to align on revenue goals and collect sponsorship funds	Fundraising Committee	Meet or exceed 2024 best case \$30K in fundraising to support marquee events throughout the year.	All year		
Propose and maintain oversight of budget and finances for WIFM. Work collaboratively with other Committees to support their financial needs	Margo	Meet our budget for 2024 year	All year		
Complete tax filings and maintain not-for-profit status	Margo	Ensure filings are done on time	All year		

## Executive Summary on Progress

- 2024 Gala revenue of \$854K exceeded our budgeted best case (\$700K) by \$154K – 3X our \$30K KPI target.
- 64% of Gala sponsorship revenue was received through Oct 14. \$305K remains outstanding from 12 sponsors.
- The financial success of the gala coupled with lower-than-expected FY expenses will likely result in positive net income for the year versus the \$297.5K budgeted loss.
- Sept YTD Net Income came in at a gain of \$13.6K vs budgeted YTD loss of \$223.1K.
- The tax accountants are in the process of preparing the 2023 Financial Review and related tax filings. Everything is on target to be filed by the November 15 deadline.

# Sponsorship Committee

## Committee Members

Chair: Karen Wares

Committee Members: Cassandra Seier, Tracy Rucker-Wilson, Julie Winkler, Margoth Pilla, Tara Dziedzic & Marisol Collazo

Goals (2024 goals)	Leads	KPIs	Plan Date	Rating
Plan WIFM Annual Gala 2024	Melody	<ul style="list-style-type: none"> <li>Date Finalized (September 25, 2024)</li> <li>Edison Ballroom in NYC</li> <li>Estimate ~200-250 attendees</li> <li>Cost estimate \$150-\$175K</li> </ul>	Q1 2024	Done
Board / RMs to outreach to 2023 sponsors to confirm commitment to 2024, Introduce relationship managers (where applicable), and engage 3 new participants	Karen / WIFM Board	<ul style="list-style-type: none"> <li>40 Sponsors in 2023 to re-commit and/or uplevel</li> <li>Each board member to outreach to 3 new sponsors</li> </ul>	March-April 2024	Complete
Plan Sponsor Event for 2024	Karen	<ul style="list-style-type: none"> <li>Identify location</li> <li>Have board members invite 1 individual from each sponsor firm</li> </ul>	June 2024	Complete
Confirm final sponsorship and nominees	Karen/WIFM Board	<ul style="list-style-type: none"> <li>Goal: \$700k</li> <li>Board to confirm levels of each sponsor commitment and nominees for awards</li> </ul>	August 2024	Complete

## Executive Summary on Progress

- Gala complete – big success, thank you to Board and Advisory Council!
- 49 Sponsors confirmed (including 13 new sponsors and 7 that upleveled)
- \$870k raised (24% above our \$700k goal)

## Discussion items

- Gala Feedback (US/EMEA)
- EMEA/Global sponsor strategy
- Sponsor engagement

# Europe/UK Committee

## Committee Members

Co-Chairs: Tracey Jordal, Susi de Verdelon

Members: Simona Composta, Vanessa Battaglia (Mat Leave), Nafisa Yusuf, Nichola Hunter, Eunice Zhu, Joyce Thormann

WIFM Liason: Alexa Simone

Spend Forecast for 2024FY: USD 36,700k – being validated (i.e. USD11k underspend on budget)

GOALS (2024)	LEADS	KPIS	PLAN DATE	RATING	TREND
<b><u>GOAL 1: SIGNIFICANT ACCELERATION ON EVENT SCHEDULE</u></b>	Nafisa, Simona + EU WG	<ul style="list-style-type: none"> <li>EU Gala to host 100</li> <li>6 events hosted by WIFM Europe (Flagships, Charity Socials, excl. EU Gala) of which 2 in Paris and Dublin.</li> <li>6 conferences attended by WIFM Europe</li> </ul>	Dec 24		
<b><u>GOAL 2: EXPAND WIFM PRESENCE IN EUROPE</u></b> <ul style="list-style-type: none"> <li>WIFM Board members expansion</li> <li>Ambassadors expansion</li> </ul>	Tracey	<ul style="list-style-type: none"> <li>[X] board members for Europe</li> <li>10 Ambassadors</li> <li>20 Working Group Member</li> <li>Clear trajectory and selection criteria for board</li> </ul>	Dec 24		
<b><u>GOAL 3: GROW MEMBERSHIP IN EUROPE</u></b> <ul style="list-style-type: none"> <li>Board or committee members</li> <li>On cohort programmes currently</li> <li>On cohort programmes historically</li> <li>Historic applicants or winners of WIFM awards</li> <li>Any other nominations from global WIFM board</li> </ul>	Nichola, Vanessa + EU WG	<ul style="list-style-type: none"> <li>2000 members by YE 2024</li> <li>Assess membership in Europe</li> <li>Connect with 10 missing firms</li> <li>Partner with 5 local women's networks (BlackRock, GS)</li> <li>Manage EU/UK HQ Firms (LSEG, Options Group)</li> </ul>	Dec 24		
<b><u>GOAL 4: OPERATING FOUNDATIONS FOR EUROPE</u></b>		<ul style="list-style-type: none"> <li>Collaborate on leadership programmes in region</li> <li>Work with Marketing/Communication Cttee on specific in region deliverables &amp; ring-fenced budget if needed</li> <li>Set up payment capabilities locally</li> </ul>	Dec 24		

## Executive Summary on Q4 Progress:

- YTD - 8 total events in London, Milan, Frankfurt, Amsterdam and Paris
  - WIFM Flagship event planning in progress for November
  - Significant growth on EU Gala – 100 attendees (x3 size of 2023 in augural Gala)
- EU WG: 25 members, EU Ambassadors: 5 members;
  - Focus on communications & volunteer “pipeline” following annual lunches
  - LEAN IN integration complete
- Membership analysis for Europe completed – over 1700 members in the EU/UK with 14 countries represented