

WIND MEMBERSHIP EXPANSION IN UK/EU

Current State 2022:

- 2 WIND Board Members in UK/EU
- 702 members located in UK/EU (approx. 11-12% with 10-11% based in London)
- 2 in person events in UK (London) [Dec 21 - Letters to my Younger Self at LSEG, Oct 22 - ESG Panel at Linklaters]
- 2 events in EU via conferences (ISDA Madrid; EUREX/Frankfurt)
- 2 virtual/global events hosted from London (Jan 22 - Macro Update Jan, Oct – 22 Macro Update 6 months on)

Future State Target for 2023:

- 3 WIND Board Members in UK/EU
- Increase membership of EU/UK by 100%

Proposed strategy to increase membership and presence in UK/EU:

1. Create a separate “first links” list (incl. mailing list) for UK/EU members who are either
 - a. Board or Ctte members
 - b. On cohort programmes currently
 - c. On cohort programmes historically (Simona Composta, Vanessa Battaglia etc)
 - d. Historic applicants or winners of WIND awards
 - e. Any other nominations from global WIND board
2. From this list grow WIND UK/EU Ambassadors whose mission will be to increase local engagement with WIND and thus WIND membership in UK/EU – target 6-8 ambassadors and the group of “first links”
3. Provide Ambassadors with tools and flexibility to come up with ideas to increase local engagement and execute with oversight from local WIND Board Members and Executive Director of Membership
4. Marketing on LinkedIn and WIND website, highlighting UK/EU events and that WIND is a GLOBAL organization and not New York or US centric
5. Target events in UK and EU:
 - a. 2-4 Marquee events in London/EU
 - b. Participate in larger industry conferences on panels where WIND can have a presence (ISDA, FIA, EUREX, others)
 - c. Smaller roundtable discussions in various cities across UK/EU led by different WIND Ambassadors – London, Dublin, Frankfurt, Paris, Madrid
 - d. Social sporting event (Spin class, Cardio boxing) – London Spring/Summer 2023

Budget Request: GBP 15,000

- **GBP 10,000** = 2,500 per quarter for WIND Ambassadors to support local engagement in small WIND hosted event, i.e. roundtable breakfasts etc.
- **GBP 5,000** = social sporting event for about 50-100 people