

Women in Finance – Could this be you?

How to attract female talent to the Financial Industry?
Tips and tricks for future student events.



Key elements for success



- A coordinator with a **link** with a given **University** is a plus.
- A **mixed panel** is a must, mixed from a company point of view (different entities being represented), but also from a location point of view (panellists located in different countries), and perhaps even a mix male and female could lead to interesting discussions.
- **Help from one of the students** can be useful, not only in terms of organisation, but also during and after the event itself.
- Always make sure to have a **prep meeting with the different panellists** to break the ice. This increases spontaneity during the events and provides networking opportunities for the panellists.

Purpose of the events



- To de-mystify” the world of finance and attract female talent.
- We should **not** “victimise” women though, we should also insist of the advantages of being a woman (!)

The events



1) Communication

- Publicity around the events is key.
- The aim should be to go for at least 20 attendees but given the high number of no-shows (up to 50%), the targeted audience must be a lot higher.
- There should be an easy system for enrolments, ideally the attendees should not see who else is joining the event (not to be biased up-front).
- Reminders should be sent.
- An incentive for students, such as being able to share their cv with Head of HR, may attract a bigger audience.
- We could ask the students enrolling to share one question up-front as part of their enrolment, to ensure we cover the topics most of interest.

The events



2) Session

- In the first series of events, work-life balance as a topic came up a lot, but there are also new trends gaining importance, such as the interest in sustainable finance.
- Ideal duration is about 1 hour.

The events



3) Feedback

- A (lengthy) feedback form is not the way to get feedback from students.
- What about making the session more interactive, with a poll for instance? The last poll could then be to give a score to the event or to add a comment on the content.



Thank you!

<https://www.womeninfinancebelgium.be>