



Women In Capital Markets

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The “Extra” Benefits of Membership

By Martha Fell, CEO, WCM

Scooping opportunities for professional development and such, from other organizations’ conferences, might seem to some as though we had nothing original to offer. But for me, it is efficient use of everyone’s time and a great way to highlight events in the community focused on goals similar to those of WCM - in one capacity or another. And, especially beneficial when membership in WCM gets you a discounted ticket!

In an increasingly time-constrained environment where everyone, let alone women, finds it difficult to make time for life – including the ever important professional development opportunities – there is a real need to grow your business opportunities, expand your contact lists, increase your overall knowledge of the world of business and finance and, of course, strengthen your own prospects for career advancement.

Over the last few months, WCM has been offering many of these “extra” or external events to our members – highlighting them in our weekly newsletter and listing them on our [website](#) (behind the member login of course).

There are a few however, focused solely on women’s advancement and leadership that we have marketed before. [Corporate State Canada](#) stands out as a well established event for women at senior stages of their career, and the Rotman Initiative for [Women in Business](#) along with the new Ivey [Re-Connect](#) program both offer women course-based opportunities.

And, since the WCM definition of membership in the ‘capital markets’ has been broadened to ensure we include several important areas including asset and wealth management – events such as the [ifiForum](#) are of direct interest. The long standing [Trade Tech](#) and [TMAC](#) conferences are popular, and the discount offered through membership in WCM, is an added advantage to getting a ticket.

Other events such as [Power Within](#) and the [Art of Management](#) – give members a unique chance to get reduced prices to events with celebrity status speakers in the world of business.

So, whether it’s attending a workshop to help you become “[Poised for Leadership](#)” or helping you get a less expensive ticket to a highly sought after industry conference – know that WCM has navigated the Toronto conference calendar with your interest at heart.

Even events often offered by other associations such as the [Canadian Marketing Association](#), give our members (in a completely different industry) access to expertise on topics such as branding and networking – from within the depths of their own industry-member experts – something hard to find within the ranks of the capital markets. And while WCM has in the past hosted events such as this – why waste the resources when another event – that achieves the same goal – already exists. And, one which might

also give our members a chance to network with talented women off the 'Bay' street path.

If your goal is to grow your business opportunities, expand your contact lists, increase your overall knowledge of the world of business and finance or strengthen your career advancement opportunities - take advantage of the "Extra" benefits offered by your membership in WCM. Check out the list of [External Events](#) offered through WCM and sign up for one today.