

**Virtual Conference**
20-24 September 2021

Thank you for your partnership in spreading the word on the largest global conference focused on connecting institutional investors and female fund managers. This toolkit will provide you with all of the information you need to easily share details about the event. Feel free to use any of the tools, graphics, and language provided.

If you have any questions, please contact Sheri@100women.org or McKenna@100women.org

About Global FundWomen Week

- Largest global capital introduction conference for female fund managers
- Everything happens on the iConnections platform
- Virtual. 1:1 introductions of female fund managers and institutional allocators. Bolstered by participant-created small group meetings called Coffee Chats and on-demand educational webinars.
- Free for all participants, a significant differentiator vs. other conferences
- 2020 event was highly successful. Participation:
- 350 different allocator entities (all types, from foundations, pensions, family offices, advisors and consultants, to fund of funds)
- 200 female managers (across all asset classes)
- 1,000+ 1:1 meetings scheduled

Why?

- Allocators - a chance to (1) source new ideas and access new pockets of alpha, (2) realize an institutional commitment to inclusion and increase your pipeline of diverse managers
- Managers – allocators are self-selecting into this event and actively looking to connect with female-led teams for their searches
- Highly engaged group of volunteers driving participation from allocators and managers leads to high quality participation
- 100 Women in Finance qualifies participants on both sides
- Coffee chats: Opportunity to build your network, learn about interesting topics, and engage in small group conversation – open to all conference participants

Language for your Website

OPTION 1

[Organization] is proud to support the discovery and funding of female-led investment teams at 100 Women in Finance's 2021 Global FundWomen Week Conference. Free for qualified allocators and female fund managers. September 20-24, 2021. Registration is now open: <https://app.icconnections.io/Event/Registration/FundWomenWeek2021>

Learn more about the conference here: <https://fundwomenweek.100women.org/>.

OPTION 2

[Organization] is proud to share an invitation to 100 Women in Finance's 2021 Global FundWomen Week Conference, taking place September 20-24. This free, virtual, global capital introduction event connected 200 female fund managers and 450 allocators for 1,000+ meetings in 2020. Registration is now open for qualified allocators and female fund managers: <https://app.icconnections.io/Event/Registration/FundWomenWeek2021>

Learn more about the conference here: https://fundwomenweek.100women.org

Sample Social Media Posts

Remember to tag us @100 Women in Finance. We also use the hashtag #100WF and #GFWW2021.

SAMPLE TWEETS

We're proud to support @100WomenFinance increasing diversity in investments. Global Fund Women Week, Sep 20-24, 2021. Registration open to allocators and female fund managers: <https://app.icconnections.io/Event/Registration/FundWomenWeek2021> #GFWW2021 #free #1000intrometings #100WF

Diversity delivers. Allocators looking for alpha and women-led investment teams are invited to register for @100WomenFinance's free conference Sep 20-24 <https://fundwomenweek.100women.org/> #GFWW2021 #free #1000intrometings #100WF

Last call for qualified allocators and female fund managers to register for @100WomenFinance's free cap intro conference Sep 20-24. 450 allocator attendees and 200 female managers were connected in 2020.

Learn more about the conference here: <https://fundwomenweek.100women.org/> #GFWW2021 #100WF

SAMPLE LINKEDIN POST 1:

We are passionate about helping #investors to discover and fund #women-led #investment teams. Registration is now open for 100 Women In Finance's 2021 Global #FundWomen Week, a global, virtual and #free #investment conference for #female #fund #managers and qualified #institutional #investors.

Fund manager applications are due June 30; early registration from allocators is appreciated.

Register here: <https://app.icconnections.io/Event/Registration/FundWomenWeek2021>

Learn more about the conference here: <https://fundwomenweek.100women.org/>

#FundWomen #100WF #iConnections #GFWW2021 #capintro

SAMPLE LINKEDIN POST 2:

The investment industry has plateaued with women representing only 14% of portfolio managers globally. #Diversity delivers and we support increasing the funnel of women-led #investment teams.

100 Women In Finance's 2021 Global #FundWomen Week, is a global, virtual and #free #investment conference connecting #female #fund #managers and qualified #institutional #investors.

Fund manager applications are due June 30; early registration from allocators is appreciated. Register here: <https://app.iconnections.io/Event/Registration/FundWomenWeek2021>

Learn more about the conference here: <https://fundwomenweek.100women.org/>

#FundWomen #100WF #iConnections #committee #GFWW2021 #capintro

SAMPLE LINKEDIN POST 3:

Allocators and female fund managers – this message is for you! Registration for 100 Women In Finance's 2021 Global #FundWomen Week is closing soon.

We believe in the value of #diversity and the ability of diverse teams to deliver value.

#GFWW2021 is a global, virtual and #free #investment conference connecting #female #fund #managers and qualified #institutional #investors.

The 2020 event connected 450 allocators and 200 female fund managers for over 1,000 meetings. Fund manager applications are due June 30,2021; early registration from allocators is appreciated. Register here: <https://app.iconnections.io/Event/Registration/FundWomenWeek2021>

Learn more about the conference here: <https://fundwomenweek.100women.org/>

#FundWomen #100WF #iConnections #GFWW2021 #capintro

Logos & images

You can also access the logos and different file types (.png, .jpeg, .pdf)



Women in Finance

[20th Anniversary Logo PNG](#)

[20th Anniversary Logo JPG](#)

[20th Anniversary Logo PDF](#)

[20th Anniversary Logo \(Watermark\) PNG](#)



[Global FundWomen Week Logo PNG](#)

[Global FundWomen Week Logo JPG](#)

[Global FundWomen Week Logo PDF](#)

[Global FundWomen Week Logo \(grayscale\) PNG](#)