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## Join us for our International Women's Day webinar



Hi,

Join us for a special International Women's Day virtual masterclass on **5 March 2024** with Jennie McLaughlin from Purpose Led Transformation.



### What's on the agenda?

In this session, Jennie will unpack what being a purpose-led business means through compelling case studies and the latest global research, bringing to life how you can authentically activate purpose in your business.

### What we'll cover:

- What is purpose and what does purpose-led mean.
- The link between purpose and performance.
- Why great talent is attracted to purpose-led brands.
- Consumer appetite for purpose-led brands.
- How to apply purpose to become a purpose-led business.

MFAA and FBAA points will be allocated and provided at the end of the session.



**Date:** Tuesday 5 March 2024  
**Time:** 1:00pm - 2.30pm (AEDT)

[Register now](#)



### More about your speaker

Jennie is a global authority on purpose-led businesses who has worked with over 100 organisations - global multinationals, start-ups, social entrepreneurs and not-for-profits.



### How to register and access event

1. To register for the session, click on the following link on your computer or mobile device: [Westpac View](#).
2. You will need to provide your first name, last name, and email address.
3. Once you have registered, your personalised password and link to the briefing will be emailed to you from 'Westpac View' ([events@westpacview.com.au](mailto:events@westpacview.com.au)).
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You've got questions? We've got time to talk.



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