Join us for our International Women's Day webinar.

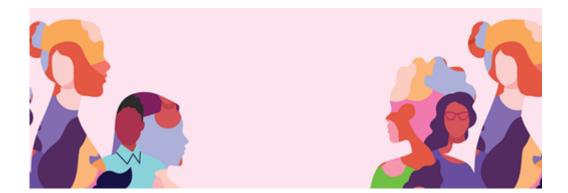


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You're invited.

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, startups, social entrepreneurs and not-for-profits.



How to register and access event.

- To register for the session, click on the following link on your computer or mobile device: <u>Westpac View</u>.
- 2. You will need to provide your first name, last name, and email address.
- Once you have registered, your personalised password and link to the briefing will be emailed to you from 'Westpac View' (events@westpacview.com.au).
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We're here to help.



1300 130 928 (8:30am - 7:00pm AEST)

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