

2024 WORLD CREDIT UNION CONFERENCE GWLN / WYCUP AGENDA

*July 21-24, 2024
Boston, USA*

Date / Time	Event	Location
Saturday 20 July 2024		
4:00 – 6:00 pm	GLOBAL WOMEN'S LEADERSHIP NETWORK RECEPTION** <i>GWLN Celebrates 15 Years!!</i>	Boston Convention and Exhibition Center (BCEC) Ballroom Pre-Function Space
7:00 – 9:00 PM	WYCUP “Welcome to Boston” Meet Up**	TBD
Sunday 21 July 2024	JOINT GWLN and WYCUP FORUM** <i>Leading Through Networks</i>	Boston Convention and Exhibition Center (BCEC) Meeting Room 253
8:00 – 8:30 am	<i>Networking / Coffee</i>	
8:30 – 9:00 am	GWLN Welcome , Lena Giakoumopoulos, GWLN Director WYCUP Welcome , Ari Farrell, WYCUP Manager	
9:00 - 9:10 am	Velera Remarks Merry Pateuk, SVP, Industry Engagement Velera	
9:10 – 10:10 am	SESSION 1: CRACKING THE HOLLYWOOD STORY CODE LaQuita Cleare Founder and CEO, Clear Communications Academy	

Languages: English, Portuguese, Spanish
Attire – business/business casual unless otherwise noted
*** Separate Registration is Required*

Updated July 8, 2024

	<p>Attendees will leave with:</p> <ul style="list-style-type: none"> ▪ An understanding of which stories to tell for which purpose and how to leverage storytelling as a differentiator ▪ Techniques for fostering trust and rapport with clients and customers ▪ Storytelling frameworks that will dramatically improve how they engage with others 	
<i>10:10 – 10:25 am</i>	<i>Break</i>	
10:25 - 10:35 am	<p>Sicredi Remarks Manfred Alfonso Dasenbrock, Sicredi Board Member, WOCCU and WFCU board member (TBC)</p>	
10:35 – 11:35 am	<p>SESSION 2: RISE UP: THE STORY OF TWO LEADERS, ONE FAMILY AND CREDIT UNIONS GLOBALLY</p> <p>Susan Mitchell, CEO, Mitchell, Stankovic & Associates Dr. Brandi Stankovic, Principal, Strategic Advisory Services</p>	
<i>11:35 am – 12:20 pm</i>	<i>Lunch</i>	
12:20 – 12:55 pm	<p>SESSION 3: BUILDING YOUR PLAYBOOK ROUNDTABLE NETWORKING</p> <p>Merry Pateuk, SVP, Industry Engagement Velera</p> <p><i>Case studies on forming women's networks:</i></p> <ul style="list-style-type: none"> ▪ Examples on helping create networks for AACUC and launching GWLN sister societies. ▪ Table Networking and Discussion 	
12:55 – 1:20 pm	<p>SESSION 4: BUILDING YOUR PLAYBOOK ROUNDTABLE NETWORKING</p> <p>Kevin Lashley, Vice President Barbados Co-operative & Credit Union League Ltd.</p>	

	<p>2019 WYCUP Scholar</p> <p><i>Change Makers: Making your nets work for you</i></p> <ul style="list-style-type: none"> ▪ How to Influence Change to Achieve Results ▪ Leadership ▪ Table Networking and Discussion 	
1:20 – 1:30 pm	Closing Remarks	
1:30 – 2:00 pm	<p>Joint Forum Group Photo</p> <p>WYCUP only</p> <p>GWLN only</p> <p>GWLN Scholars only</p> <p>WYCUP Scholars only</p> <p>Crashers only</p>	

Date/Time	Event	Location
<p>Monday, 22 July 11:15 am – 12:00 pm</p>	<p>GWLN / WYCUP BREAKOUT SESSION 1</p> <p>HERITAGE, LEADERSHIP, AND CONNECTION TO COMMUNITY: IMPACT STORIES</p> <ul style="list-style-type: none"> - Your heritage to connect and best serve minority groups - Impact stories from Brazil / Kenya / Ukrainian diaspora and Latino population in the US - Vanessa Kuduk, VP Lending & Community Outreach, Members Credit Union - Anatoli Murha, CEO, Ukrainian Selfreliance FCU - Sidnei Alves Taborda, Sicredi Centro Sul (WYCUP 2024 Scholar) - Grace Akinyi Ogolla Watsiera, Head of Programs, ACCOSCA (GWLN 2024 Scholar) 	<p>ROOM 157</p>
<p>Tuesday, 23 July 11:15 am – 12:00 pm</p>	<p>GWLN / WYCUP BREAKOUT SESSION 2</p> <p>THE POWER OF DATA</p> <ul style="list-style-type: none"> - The power of data and a multicultural business approach - How cross functional teams can aid in research to have a positive impact - Data and governance - Digital AGMs and how data is used to achieve community engagement - Romeo Balzan, Superintendent of Cooperatives and Sustainability, Sicredi Foundation - Maricela Castillo, Research Consultant, Multicultural Business Strategy, TruStage - Opal Tomashevskya, Director, Multicultural Business Strategy, TruStage 	<p>ROOM 156</p>



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