

How Smart Women Are Managing Their Money In 2017

Event Synopsis

Women are earning more money, controlling more money and they are increasingly major consumers of financial services. Work patterns have changed and product offerings are being rebuilt to reflect a diverse perspective. Barbara will describe how women are transforming the way that the financial industry communicates, both internally and with its customers.

In 2017, every business is a digital business, every industry is the financial industry, and every job requires financial knowledge. Financial knowledge allows women to move towards meaningful work in any field that they choose. Women are boldly venturing into the world of finance using a combination of analytics, problem-solving capabilities, risk-awareness, intuitive thinking, relationship skills and creativity. They are building careers that are in line with their values.

As part of her 2017 Research, Barbara interviewed over 50 accomplished women around the world to uncover three dominant styles in how smart women manage their money. Some women are more structured and disciplined in their approach to their finances, some are highly knowledgeable and strategic about investing, and others are perfectly willing to focus on their personal interests and passions so they will often seek out trusted advisors for their money management.

Barbara will offer a current perspective on how financial institutions are responding to these archetypes.

These are just the highlights: Barbara's unique presentation style puts it all in a language that welcomes both women and men; senior executives or more junior workers hoping to learn; and both those with a corporate focus as well as those who are looking for personal insights. Barbara's talk is especially useful for young women 16-34, who are just getting started on their own financial journeys

Date

31 March 2017
(Friday)

Time

12pm to 2pm

(Registration and lunch starts at 12pm;

Talk begins at 12.30pm)

Venue

Manchester Business School
John Owens Executive Room
55 Market Street, #05-01
Singapore 048941

Price

CFA Members:

\$0.00

CFA Candidate/ FWA Members:

\$20.00

Non-Members:

\$40.00

Eligible for 1 CE Hour



As a participant in the CFA Institute Approved-Provider Program, CFA Singapore has determined that this event qualifies for 1 credit hour. If you are a CFA Institute member, CE credit for your attendance at this event will be automatically recorded in your CE diary.



Speaker Profile:

Barbara Stewart, CFA; is a researcher and writer on issues around women and finance, and she will release the seventh instalment of her Rich Thinking series on International Women's Day in March of 2017. She is a currency expert and former portfolio manager with 25 years' experience in the investment industry.

Barbara is a frequent keynote speaker at global events relating to women, money and financial literacy, participating in events across four continents: Istanbul, Toronto, Helsinki, Stockholm, Oslo, Reykjavik, Luxembourg, Paris, Deauville, Singapore, Copenhagen, Bucharest, Madrid, Vienna, Frankfurt, Tel Aviv, Mauritius, Cape Town, Johannesburg, Montreal, Los Angeles, Orange County and San Diego. She speaks at both larger public conferences and at private corporate functions. In 2015 and 2016, Barbara will have spoken over 20 times to CFA societies across the globe as part of the CFA Institute Women in Investment Management Initiative.

Barbara is a frequent interview guest on TV, radio and print, both financial and general interest, as well as a former columnist both in print and online for Postmedia newspapers in Canada and the Mrs. R website.

Barbara Stewart, CFA
*Partner and Portfolio Manager,
Cumberland Private Wealth
Management*

CFA Society Singapore (a member of society of CFA Institute)

Website : www.cfasingapore.org | email : events@cfasingapore.org

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