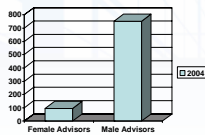


Get
WISE
About Recruiting

LAMP 2008

**It's Not A Destination,
It's A Journey**

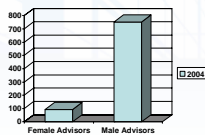
Where we started



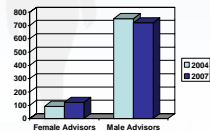
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**It's Not A Destination,
It's A Journey**

Where we started



Where we are today



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It's Not A Destination, It's A Journey

What we learned

- Know your audience
- Get outside the box
- Put on your marketing hats
- Give your management team a permission slip

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Discover What Works

- What resonates with your current female advisors



- How do you make it relevant to:
 - Gen-y
 - Career Changers
 - Gen-x
 - College Recruits
 - Women re-entering the workforce

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Ideas That Work

- Make the experience "female friendly"
- Create with the end-user in mind
- Not a marketer? Find one!
- Sample events

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Ideas That Work

Sample events



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Discussion Topic #1:

How can you differentiate yourself
in your marketplace?
Look internally as well as externally.

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Discussion Topic #2:

What are new ways to deliver your
message?

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