

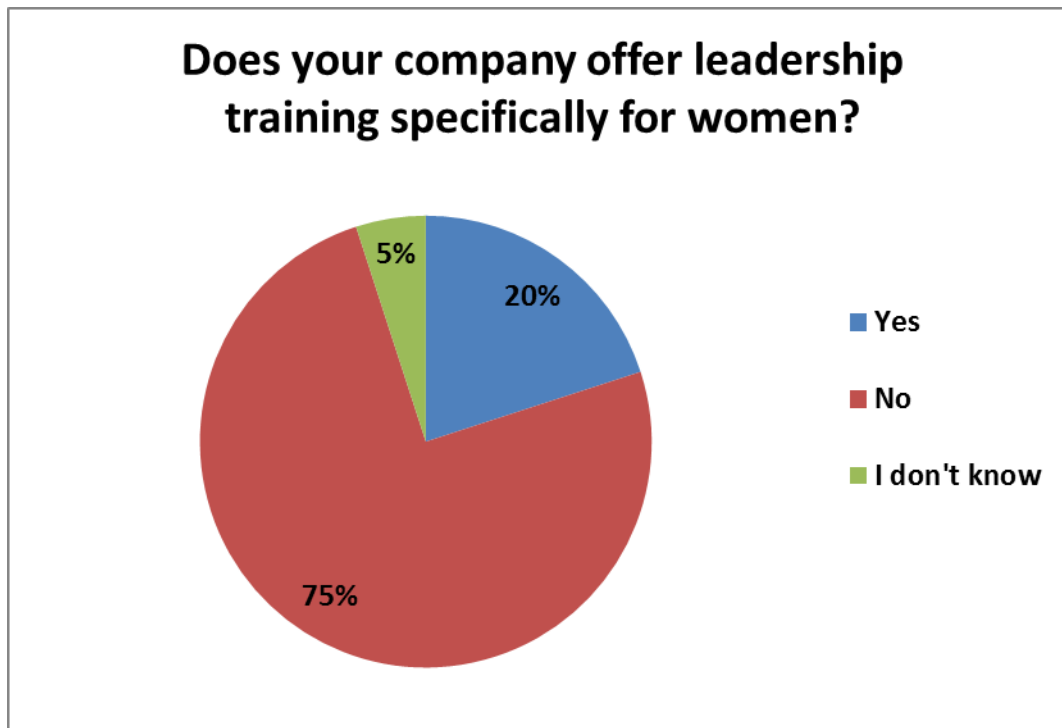
## Women's Executive Forum

### *[Survey Results]*

Survey invitations were sent in March 2011 to 309 executives who are actively engaged in HDMA committees and/or have attended HDMA conferences in the past two years from HDMA member companies. Invitees were primarily female, though male executives who work closely with HDMA were also invited to participate.

81 people participated for a response rate of 26%. Three respondents were male (4%).

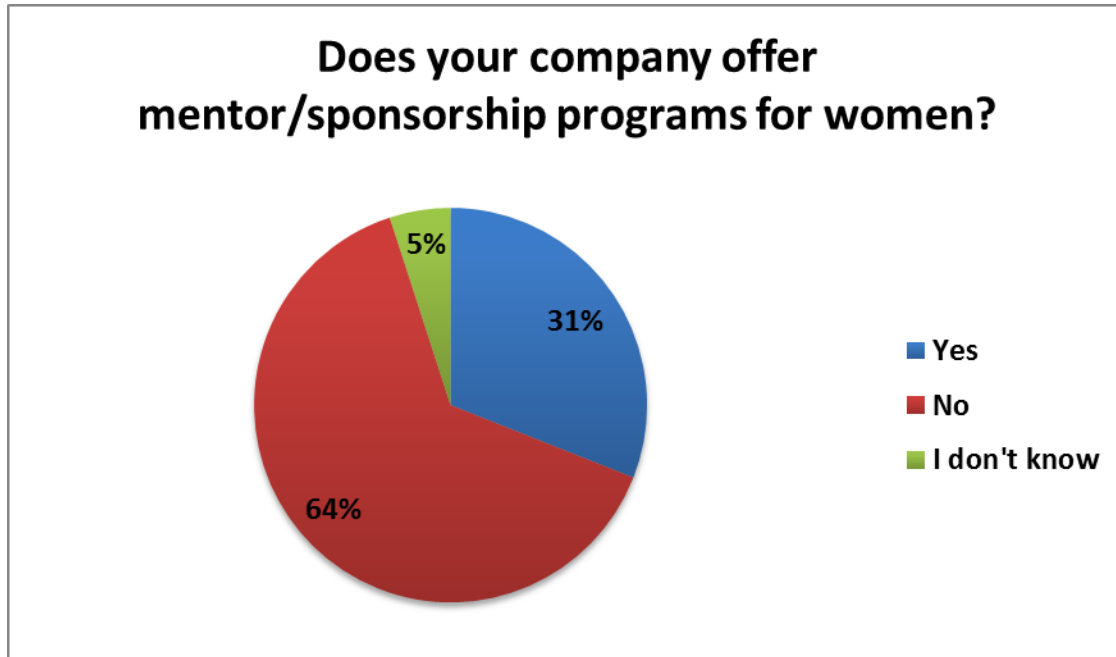
Select survey results are displayed below.



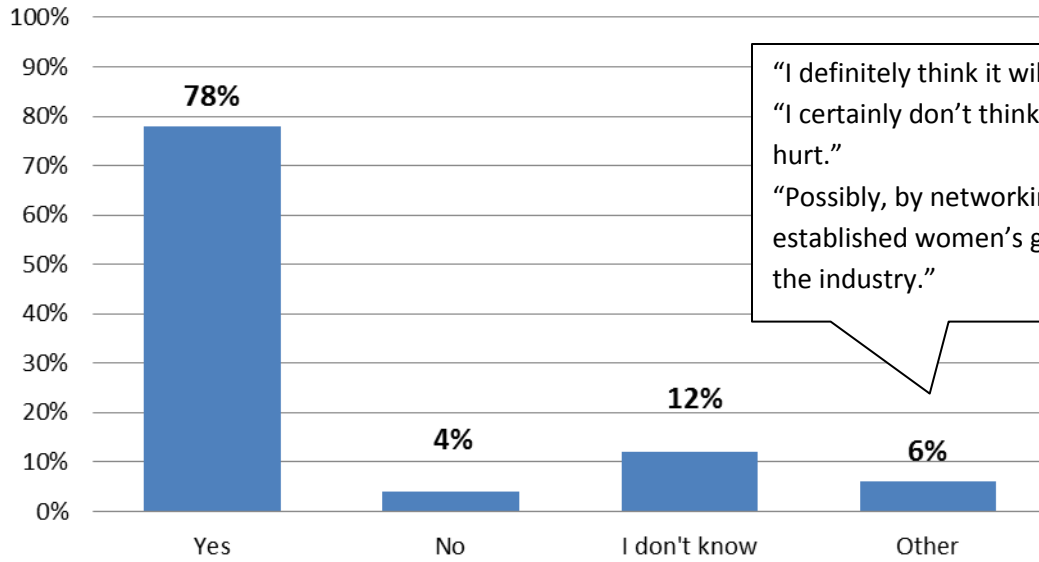
Of the 20% of respondents who stated that their companies offer leadership training specifically for women, their responses included:

- Mentoring programs
- Women's Initiative Network—offers training and leadership mentoring
- Leadership programs specifically to address Women in Science or Technology
- HBA, and AMA-specific training for women
- A course was offered called "Women Leading Change"
- Gold Standard is part of Reed Elsevier: online course work targeted to women and a women's support group
- We have a network dedicated to the advancement of women with a broad variety of training and networking opportunities.

- “Leaders teaching leaders”
- “There are one-off courses here and there. If you are a senior female executive or mid-level identified with high potential, you get more training”
- Internal management and reporting training, conflict and communication training, internal and external seminars, various educational classes
- The mission of our women’s group is to attract, develop, promote and retain talent. It is a forum to network, exchange views and grow women leaders.



## Do you think HDMA can fill a void in the industry by developing a Women's Executive Forum?



"I definitely think it will help..."  
"I certainly don't think it could hurt."  
"Possibly, by networking with established women's groups within the industry."

**What topics would you find of interest for the June 6th kick-off breakfast or future Women's Executive Forum events? (check all that apply)**

