

WOMEN OF INFLUENCE FACT SHEET

Company Focus:

Women of Influence Luncheon Series profiles women at the top; all powerful women, who have achieved high powered success in a wide range of industries; Canadian and American Corporations, high profile government positions, successful entrepreneurs and leading intellectuals. Women of Influence provides its guests with an inspirational experience combined with exceptional value in terms of comfort, service and environment. The focus is building enduring successful relationships with guests, speakers and sponsors

Parent Company:

Women of Influence Inc. is an event and marketing firm dedicated to the advancement of women, that has launched as the first of its kind in 1994. Originally created to fulfill the needs of the Canadian business women, the firm has since launched a series of events focused on creating opportunities for women to inspire and guide each other towards success. Such events include the Women of Influence Luncheon Series, the Canadian Woman Entrepreneur Awards, the Young Women of Influence Evening Series, the Senior Executive Dinner Series across North America, and most recently the Women of Influence Magazine.

Statistics:

Since the inception of the firm, Women of Influence Luncheon Series have profiled the accomplishments of over 200 successful women and inspired over 500,000.

Industry fast facts:

- Women are more likely to be a member of a trade association – almost 40 percent of women sole proprietors are now members – twice the rate of men
- On average, companies with the highest percentages of women board directors outperformed the ones with the least with regards to Return on Sales by 42%
- On average, companies with the highest percentages of women board directors outperformed the ones with the least with regards to Return on Invested Capital by 66%
- Women currently make up the majority of full time students in Canadian universities. In 2005/2006 academic year 58% of all full time university students were female

- In 2006, the % of companies with at least one woman corporate officer was 87.2% in the US and 65.6% in Canada.
- Canadian Women make up 46.9% of the labour force
- Canadian Women make up 12% of the FP500 board of directors
- Canadian Women make-up 5.4% of the FP500 top earners
- In corporations, women account for 20% of US executive Officers, 19% of Canadian executive officers and 8% of European executive officers
- Women are responsible for 83% of all consumer purchasing and make 95% of all household financial decisions

Sources: RBC Women Entrepreneurs Statistics, CIBC Women Entrepreneurs Leading the Charge 2005, Catalyst 2007, Statistics Canada Education 2005/2006.