



**2016  
Women's Money®  
Conference  
College Savings  
Report**

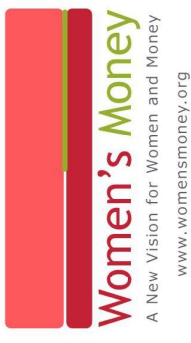
# College Savings Report 2016

## Never Done Before

Women's Money® Conference 2016 offered a new, never been done before, option to support college savings plan enrollments in a more engaging, results-driven way.

At the time of attendee registration, attendees were asked if they would like to book a college savings strategy meeting. Those that responded yes, were sent an email from the Treasurer's office, offering times to book an appointment for the day of the conference.

Women's Money staff set up an online appointment booking system for the NSOT which featured email and text reminders to the appointment holder.



### Las Vegas Conference

- **22.8%** (137) of the **600** registrations requested a college savings strategy meeting on their conference registration form.

### Reno Conference

- **19.44%** (90) of the **463** registrations requested a college savings strategy meeting on their conference registration form.

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## Moving the Needle

### THEN - Interest

2012

★ **4%** indicated that college/career related savings issues were a financial challenge.

There were no appointments made or on-site enrollments.

2015

★ **10%** indicated that college/career related savings issues were a financial challenge.

There were no appointments made or on-site enrollments.

### NOW - Action!

2016

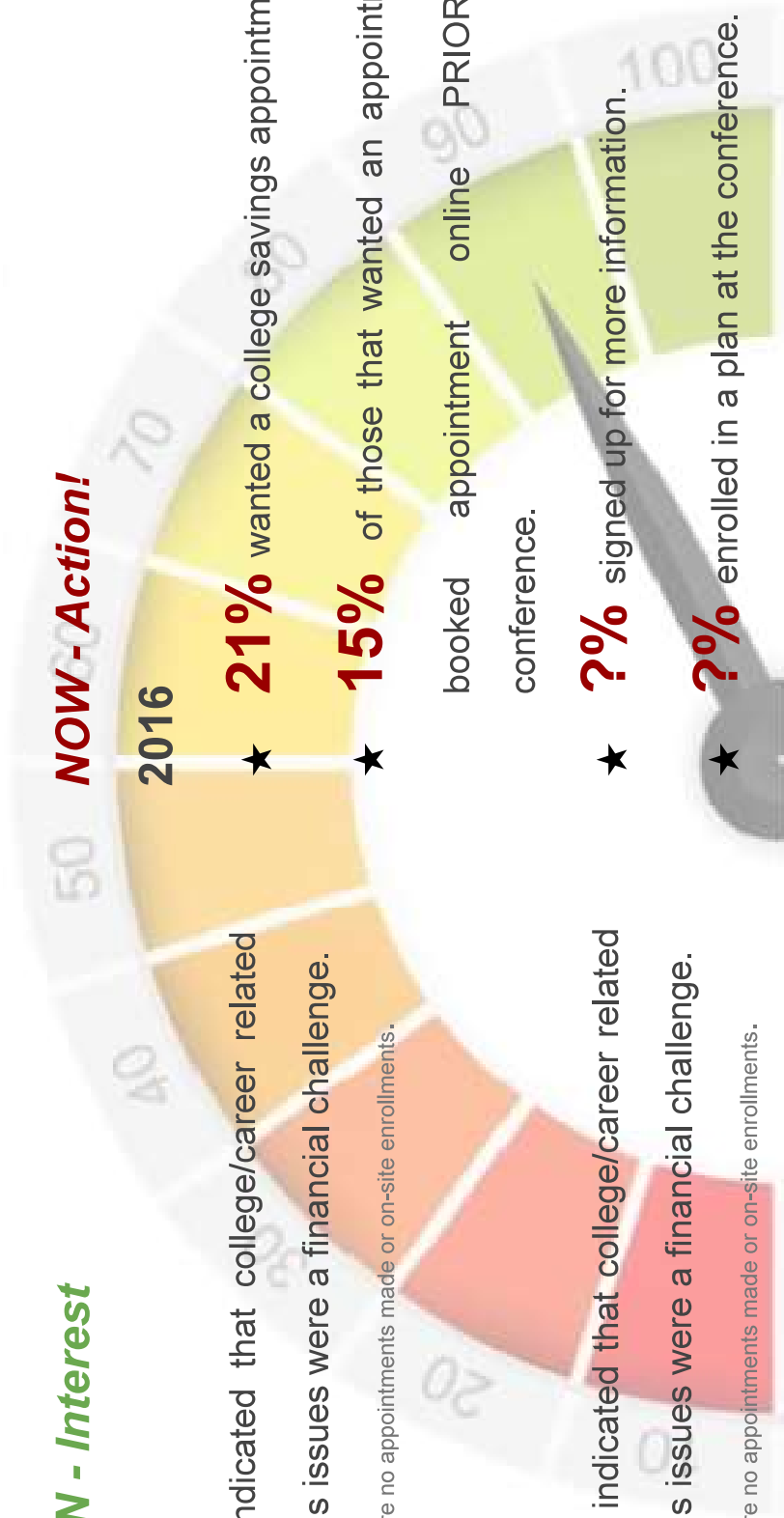
★ **21%** wanted a college savings appointment.

★ **15%** of those that wanted an appointment

booked appointment online **PRIOR** to conference.

★ **?%** signed up for more information.

★ **?%** enrolled in a plan at the conference.



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## The College Savings Meeting Space

At the Women's Money Conference Resource Pavilion, the NSOT was set up with what we call, an Experience Space. These spaces feature meeting areas for the exhibitor to hold private meetings with attendees to engage in a more relevant and intimate way in order to **convert leads into clients right at the conference.**



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## Messaging Strategies at the Conference

- Online college savings appointment bookings.
- Experience space in pavilion.
- Logos on all invitations, registration, tickets, and website.
- Lisa Connor, SSgA was the conference emcee.
- Sheila Salehian, spoke for 20 minutes on college savings tools and opportunities.
- Nevada State Treasurer Dan Schwartz, greeted the audience and spoke about college savings.
- Sheila Salehian, sat on the Investing panel to discuss college savings as an investment strategy.
- Engagement in national Women's Money Week with article written by Sheila Salehian.



Find out more about  
Women's Money®  
Conference results at  
[WomensMoney.org/reports](http://WomensMoney.org/reports)

