



The Women of NAMM (WoN) Summit **Application Info and Guidelines**

Women of NAMM (WoN) is an affinity group of the National Association of Music Merchants (NAMM) dedicated to increasing female representation in the industry, specifically in leadership positions. WoN pursues the vision, mission and objectives established by the founders for the benefit of women in all NAMM member categories: music products, pro audio and entertainment technology. The goals of WoN are to connect, support and grow female professionals, their leadership aspirations and their desire to expand connections within the industry.

Women of NAMM (WoN) Summit Program Statement of Purpose:

The annual WoN Summit program, led by a world-class facilitator, is a three-day immersive experience providing awardees with a comprehensive understanding of effective leadership principles, strategies and skills, along with intense self-reflection, feedback training and group work. The goals of the WoN Summit are to empower, inspire and equip attendees with the knowledge, skills and networks needed to thrive as effective leaders and stewards of change.

Despite making up a majority of the U.S. population, women lag substantially behind men when it comes to their representation in leadership positions. The WoN Summit is a key tool to help close that gap. When WoN launched this initiative in 2019, women accounted for only 2.2% of CEOs in the music products industry. WoN envisions the future of the music industry as one in which women hold at least 10% of the CEO roles and 50% of C-suite positions. According to Forbes, 10.4% of all Fortune 500 company CEOs are female, up from 9% in previous years.

Who the Summit Is Created for:

The WoN Summit is for ambitious women working in the music products, pro audio and entertainment technology industries who want to grow their leadership and professional abilities, and who are driven by a strong sense of purpose, a commitment to excellence and a passion for continuous improvement. They actively invest in their development, seize opportunities for growth and inspire others through their leadership and example.

Key Goals and Educational Overview:

The **WoN Summit program** focuses on world-class professional development, leadership training and the development of strong and enduring relationships among the attendees. Overall, the goals of a leadership summit are centered around empowering women to lead with purpose, integrity and impact, and to contribute positively to the advancement of female representation in our industry. The summit will challenge participants to remain dedicated to self-improvement and to continuously build relationships with other women in the music industry.

Workshops and sessions will focus on:

- Identifying and leveraging personal leadership strengths
- Improving communication and influence skills
- Learning and practicing effective strategies for giving and receiving feedback
- Building resilience
- Creating concrete and actionable goals to enhance personal and professional effectiveness

Award: The NAMM Foundation will provide scholarships for up to 18 WoN Summit attendees. These scholarships cover the \$2,200 subsidized cost of the leadership experience, including a professionally facilitated immersive three-day leadership summit, Pre-Summit preparation (including but not limited to two self-report assessments and a 360-degree assessment), take-home resources (including but not limited to assessment reports and workbooks) and at least three post-Summit small group coaching sessions. Requesting a scholarship has no impact on an applicant's acceptance criteria.

Travel and Lodging: Summit awardees (or their companies) are responsible for covering the costs for their hotel stay, travel to Carlsbad, California, travel between the airport and hotel, and any other incidentals.

Timeline:

Monday, April 21, 2025	Application opens
Monday, June 9, 2025	Application closes
Friday, July 25, 2025	Award notification
Friday, August 8, 2025	Attendance confirmation deadline
Friday, September 12, 2025	Pre-summit assessments/360 deadlines
Sunday, October 12, 2025	Travel to summit
Monday–Wednesday, October 13–15, 2025	Summit occurs
Thursday 16, 2025	Travel home
Friday, November 7, 2025	Summit report due

Eligibility Requirements:

- Women who have at least five years of experience working in the music products industry and who seek opportunities to expand their leadership and professional competencies.
- Participants must be at manager level or higher and have direct supervisory responsibility for at least three direct reports. Exceptions may be granted if you believe you have leadership responsibilities equivalent to leading a team of at least three people.
- Applicants should model the mission of WoN to connect, support and grow opportunities for themselves and all women in the music products industry.
- Must be a NAMM member or employed at a NAMM member company.

Scholarship Requirements:

- Timely completion of all pre-summit assignments.
- Attendance at each of the WoN Summit's educational and networking activities, including the three days of training, the opening reception, the closing reception and the post-summit group coaching sessions.
- Submission of a final report that summarizes learnings and takeaways from the program to help WoN governance continue to build future programming.

How to Apply:

Please read the guidelines before completing all requirements via the online application. An incomplete application will not be considered. The deadline to apply is June 9, 2025, at midnight PT.

Step 1: Go [here](#) to access the online application.

Identifying Information:

Name:

Address:

Company:

Job title:

Month and year started with company:

Entry year into the music products industry:

Phone:

Email:

Qualifying Questions:

- Are you or your company a current NAMM member?
- Do you have cumulative five years of experience in the music products, pro audio and/or entertainment technology industries?
- Do you have direct supervisory responsibility for three or more employees?
 - If not, please explain why you believe that you may still benefit from an assessment specifically designed for managers who have direct reports of three.

- Have you been the recipient of a WoN scholarship to The NAMM Show in the past 12 months? (If “yes,” you may not apply this year for the summit but can apply next year.)

Résumé:

Upload current resume

Professional Questions:

- Reflecting on your career journey, please highlight any significant milestones or accomplishments that demonstrate your commitment to continuous improvement.
- Why do you believe attending this leadership summit would be beneficial for you and your professional growth?
- What do you believe are the most important qualities of a successful leader and how do you currently embody or strive to embody these qualities?
- What steps do you take to foster a positive and inclusive work environment within your team or organization?
- Please describe the actions you've taken to enhance your professional skills and knowledge over the past year.