



The Smart Women in Music (SWIM) Summit Application Guidelines

SWIM Mission: SWIM Fund was created in 2018 to expand diversity, inclusion and support for women in the music products industry.

SWIM Summit Program Statement of Purpose: The SWIM Summit program supports women working in the music products industry and their goals to connect, support and grow their leadership and professional abilities. An annual leadership immersion experience will be offered with the applicants receiving the educational experience covered by the awarded scholarship.

The SWIM Fund envisions a future state of the music industry where at least 10% of the CEO roles are held by women (current state is 2.2%) and 50% of C-suite positions are held by women. Our focus with this program is to build leadership skills, confidence and a lifelong network for inspired, driven women to reach this goal within the next 10 years.

Key Goals and Educational Overview: The **SWIM Summit program** will connect and build relationships with other high-performance women in the music industry. Workshops and sessions will focus on:

- Identifying personal leadership strengths and enhancing them
- Improving communication and influence skills
- Learning effective models for giving and receiving feedback
- Building skills in resilience and mindset
- Creating concrete and actionable goals to enhance personal and professional effectiveness

This program will be focused on world class professional development, leadership training and building strong lifelong relationships between the attendees.

Award: Up to 16 SWIM Summit scholarships will be awarded. Awards cover the curriculum costs for a three-day leadership summit, an opening and closing reception, meals during the summit and travel to/from the hotel and to NAMM headquarters. Estimated grant value is \$4,500.

Summit scholarship awardees cover their costs for travel to San Diego, California, hotel, and travel to/from the airport and any other incidentals.

Timeline:

January 20, 2021	Application Opens
February 28, 2021	Application Closes
March 29, 2021	Award Notification
May 4-7, 2021	Summit Occurs*
June 15, 2021	Summit Report Due

****If we cannot gather in person in May based on CDC guidelines, the Summit gathering will occur at the NAMM Headquarters October 12-15, 2021.***

Eligibility Requirements:

- Women who have least five years of experience working in the music products industry and seek opportunities to expand their leadership and professional competencies.
- Participants must be at manager level or higher.
- Applicants should model the mission of SWIM to connect, support and grow opportunities for themselves and all women in the music products industry.
- Must work for a NAMM member company.

Scholarship Requirements:

- Attendance at all the summit’s educational and networking activities; including the three-days of training, the opening reception, and the closing reception.
- Submit a final report that summarizes learnings and take-aways from the program to help the SWIM captains continue to build future programming.

How to Apply:

Please read the guidelines before completing all requirements via The NAMM Foundation’s online application system. An incomplete application will not be considered. The deadline to apply is, February 28, 2021.

Step 1: Go [here](#)

Step 2: Log in or create an account if you are a first-time user.

*First-time users click on “Create your Password” to set-up an account. See below.

First time user? [Create your password](#)

Please Log In

* E-mail Address:

* Password:

[Show password](#)

Invitation Code (optional):

LOG IN

[Forgot your password?](#)

Please note that you must have cookies and JavaScript enabled on your browser in order to successfully log in.

[Need Support?](#)

Step 3: Enter Invitation Code, **SWIM**

Application Questions

Name:

Address:

Company:

Job Title:

Month and year started with company:

Entry year into the music products industry:

- Companies you have worked for and dates:

Phone

Email

Step 3: Upload current resume

Step 4: Narrative

1. How have you personally and professionally worked to develop yourself, above and beyond your career requirements?
2. Please share your concept of leadership and describe a recent example of something you have done that illustrates your own leadership style.
3. What is the most significant change that you have brought to your organization and how did it impact the company and the team?

4. How do you see yourself being a positive influence on the music products industry, specifically regarding the aspect of helping to influence the role and opportunities of women within the industry?
5. What do you expect to gain by participating in the summit program, and how do you hope to use what you have gained through the program?

Step 5: Upload two letters of support. One from your current employer (manager, supervisor) and one from the Company Leader/Owner on their intention to support your ongoing career development.