



## **The Women of NAMM (WoN) Summit** **Application Guidelines**

**Women of NAMM (WoN) (Formerly Smart Women In Music):** Women of NAMM (WoN) is a council of the National Association of Music Merchants (NAMM) dedicated to increasing female representation in the industry. WoN will continue to pursue the vision, mission, and objectives set forth by SWIM for the benefit of women in the music products industry and expand to include female professionals in other NAMM member categories including the pro audio and entertainment technology segments.

**Women of NAMM (WoN) Summit Program Statement of Purpose:** The WoN 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 WoN 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 **WoN 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 focuses on world class professional development, leadership training and building strong lifelong relationships between the attendees.

**Award:** Up to 16 WoN Summit scholarships are awarded. The two-day leadership summit includes an opening and closing reception, meals during the summit and travel to/from the hotel to NAMM headquarters. This is an estimated grant value of \$7,000.

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

**Timeline:**

Friday, June 3, 2022	Application opens
Monday, July 11, 2022	Application closes
Monday, August 1, 2022	Award notification
Monday-Wednesday, October 17—19, 2022	Summit occurs
Friday, November 18, 2022	Summit report due

**Eligibility Requirements:**

- Women who have at 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 WoN 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 two-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 WoN Governance 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 July 11, 2022, midnight PT.

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

**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

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\* 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, **WoN22**. This is not optional.

**IMPORTANT NOTE: For the field “Organization Name” enter your first and last name and not the name of your college or university**

**Step 4.** Once you’ve created your account, scroll down to the bottom of the Welcome Page, and click “Start a New Application.”

### **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, beyond your career requirements?

2. Please share your concept of leadership and describe a recent example of something you've done that illustrates your own leadership style.
3. What is the most notable 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've gained through the program?
6. **(OPTIONAL)** Beginning with the Women of NAMM (WoN) leadership summit in 2022, applicants can apply for support for travel related expenses. A one-time scholarship is available in the amount of \$750 to support applicant's travel and housing to attend the WoN Summit. This scholarship opportunity has been created by generous donors to the Women of NAMM (WoN) Fund celebrating the life and legacy of Diane Martin who was deeply committed to the creation of the SWIM Fund – now the WoN Fund - and its goals to create more opportunities for leadership development for women in the music industry.

Application for scholarship support is optional and will not impact review of other qualifications you have provided in your application to participate in the WoN Summit.

To be considered for a Diane Martin Women of NAMM Leadership Summit Scholarship, please provide a short essay that outlines the need for financial support. Please include information about other sources of support that will help you participate in the summit including employer support, if applicable.

**Step 5:** Upload two letters of support from your current employer (manager, supervisor) and/or colleague.