




WSG Update

Stephen McGarry, WSG President
Maricarmen Trujillo, WSG Director of Marketing & Members Services

SATURDAY, 5 NOVEMBER 2005

Slide Show



WSG Awareness

Organization Growth & Development

WSG 2005 Annual Meeting
Mexico City




WSG's Success




Depends on three interrelated functions:

- Recruit new members
- Integrate new members with other members
- Maintain & expand interaction among members.



Methods of Creating Awareness



- WSG contacts with Principal Contacts at firms
- Direct contact among Members – Member-to-Member
- Direct contact by WSG with Professionals at member firms
- Principal contact s Internal promotion of WSG.



Motivation - 3 Levels



- Access to resources
- Professionals' referrals of clients
- Personal relationship building





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WSG Service Industries



Accounting	Advertising & Public Relations	Banking	Business Appraisal Services
Commercial Real Estate	Executive Search	Engineering, Construction & Design	Financial Services & Wealth Management
Human Resource Services	Information Technology	Insurance Brokerage	Legal Services
Management Consulting	Offshore Trust Management	Trade & Customs Brokerage	Translation Services



Three Proactive Outcomes



- Begin the multidisciplinary expansion process
- Promote participation in WSG at your firm
- Develop relationships with other members

