

Fearless Girl to Receive “This Young Woman Means Business!” Award at 14th Annual M2W® - Marketing to Women Conference

With this award we acknowledge the place she has won in the minds and hearts of females everywhere.

NEW YORK, NEW YORK, USA, September 19, 2018 / EINPresswire.com/ -- In recognition of the stunning impact she has had around the world, Fearless Girl will be honored at [M2W®-The Marketing to Women Conference](#), with the ‘This Young Woman Means Business!’ Award. This year the award has been renamed by adding the word “Young” to recognize her forever young and inspiring presence for generations to come.

Lizzie Wilson, part of the creative team at ad agency McCann New York that created the Fearless Girl campaign in partnership with client State Street Global Advisers, will accept the award on behalf of the team. M2W® is an executive learning [event](#) that teaches brand marketers how to build more business with women, who account for \$7 trillion annual consumer spending in the US, and over \$20 trillion globally. M2W® will be held Oct. 3 & 4, 2018, New York City.



Fearless Girl

“The Fearless Girl is an international treasure,” according to Nan McCann, M2W® producer. “She stands unwavering on Wall Street and is perpetually fearless. With this award we acknowledge the place she has won in the minds and hearts of females everywhere. She is today and always, a Young Woman Who Means Business, and it is our good fortune to have her in our midst.”

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Nan McCann, M2W® producer

“Every year the M2W® This Young Woman Means Business! award is presented to a proven leader... a woman of inspiration...an innovator and visionary...someone who produces positive results, while energizing and engaging those around her,” McCann explained. “By example she champions women in the workplace, in the marketplace, and in the world. She is a reminder to all that when doors are open to women, they will be a transforming economic

& cultural force...and that every worthy enterprise will thrive by engaging women like her who mean business."

The Fearless Girl has won 4 Grand Prix at the Cannes Lions Festival of Creativity, and top awards at D&AD, D&AD Impact, Clio, Cresta, London International, One Show, New York Festivals, AICP Next and Effie Awards. With Fearless Girl serving as a powerful symbol to help amplify their message, State Street Global Advisors has made board diversity a key focus of their corporate governance policies, motivating over 150 public companies around the globe to add a woman to their previously all-male boards.

"M2W®'s audience," McCann continued, "is comprised of powerful and influential marketing execs who control hundreds of millions of brand advertising and communications dollars. And the Fearless Girl embodies the qualities I think they all hope for and value in corporate, non-profit and civic marketing efforts and governance. I'm sure the award will be one of this year's highlights."

"M2W® is annually attended by Fortune 1000 senior brand marketing executives and their agencies. The audience typically includes companies as diverse as Harley-Davidson, Bayer, Aetna, ESPN, Kraft Foods, Ford, GM, Johnson & Johnson, Kelloggs, Diageo, Walgreens, Wells Fargo, NBA, WebMD, Burton, L'Oreal, ConAgra and Whirlpool. "They attend," McCann said, "because they recognize the brand-critical importance of engaging women. Their purchasing power is critical to the success of almost every brand in every major consumer category. Women are today's power consumers."

M2W® supports Save The Children. M2W® is presented by Google and supported by Associate Sponsors: AARP and McCann Worldgroup, Showcase Sponsors include: Incite & Ask Patty. M2W®'s video resource is Snippies.

For complete conference schedule and information visit: www.m2w.biz or call 860.724.2649 x13. M2W® is produced by PME® Enterprises LLC, 912 Silas Deane Highway, Suite 101, Wethersfield, CT 06109. PME® is a sales and marketing agency with a special emphasis on events.

Nanci McCann
PME Enterprises LLC
8607242649
[email us here](#)

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