

Women Economic Forum (WEF) San Antonio Texas 2024

"Women Entrepreneurs as Agents of Change"

The Women Economic Forum -WEF San Antonio Texas 2024, under the theme "Women Entrepreneurs as Agents of Change", positioned itself as a key event for women's empowerment and economic development in the region. With an agenda focused on education, innovation, and sustainability, the forum brought together a diverse group of women and men entrepreneurs, opinion leaders, and experts from various sectors, allowing us to cover everything from innovative entrepreneurship to sustainable businesses, both within the city of San Antonio and internationally.

Event Objectives

- **Quality education:** Providing practical tools and knowledge for women entrepreneurs to develop and grow their businesses.
- **Innovation:** Promoting the adoption of new technologies and innovative approaches in the business world.
- **Sustainability:** Promoting sustainable business practices and environmental responsibility.
- **Empowerment:** Strengthening the network of women entrepreneurs and creating a space for collaboration and mutual support.
- **Partnerships:** Penetrating our forum into the San Antonio community.

Event Development

- **Pre-event:**
 - **Networking:** An exclusive event was held to connect women entrepreneurs and leaders from different communities in and around San Antonio, creating a conducive environment for collaboration and the exchange of ideas.
- **Day 1:**
 - **Keynote speeches:** Distinguished international speakers shared their experiences and knowledge on topics related to women's leadership, entrepreneurship, and innovation.
 - **Panel discussions:** Panels were organized on topics relevant to women entrepreneurs, such as strategies for scaling businesses, access to local resources and benefits, and the importance of sustainability in business.
 - **Entrepreneurial bazaar:** A space was created where local entrepreneurs could exhibit and market their products, generating opportunities for visibility, connection, and sales.

- **Sustainability activities:** Activities were carried out to raise awareness about the importance of sustainability and promote environmentally responsible business practices, led by EcoKids Club.
- **Day 2:**
 - **Intensive workshops:** Practical workshops were offered on various topics related to entrepreneurship, such as business development, digital marketing, and finance.
 - **Mentorship:** Participants had the opportunity to receive personalized mentoring from experts in different areas.
 - **Recognition ceremony:** The leadership and achievements of outstanding women entrepreneurs in the community were recognized.

Results and Impact

- **High participation:** The event was attended by 170 people over two days, including entrepreneurs, business women, and professionals from various sectors, as well as city authorities.
- **Diversity:** The event brought together women of different ages, backgrounds, and levels of experience, creating an enriching and diverse environment.
- **Strengthening the community:** A sense of community was generated among participants, fostering collaboration and mutual support.
- **Positive impact:** The event achieved its goal of empowering women entrepreneurs by providing them with the tools and knowledge necessary to succeed.
- **Visibility:** The event generated significant visibility for local entrepreneurs and the entrepreneurial ecosystem of San Antonio, thanks to the support of Univision Local (local TV channel) during both days.
- **Collaborations:** Strategic alliances were established with various organizations and government entities, strengthening the city's entrepreneurial ecosystem and bringing us closer to new projects that benefit the WEF San Antonio Texas community.

Conclusions The WEF San Antonio Texas 2024 was a success, exceeding our own expectations and solidifying itself as a key event for women's empowerment in the region. The results obtained demonstrate the importance of creating spaces for women entrepreneurs to meet and collaborate, and the need to continue working to strengthen the entrepreneurial ecosystem and promote gender equality. The WEF San Antonio Texas team worked for 7 months, first strengthening internal ties as team leaders and consolidating our work to promote the growth of WEF in the city. WEF San Antonio Texas 2024 was an inspiring event that left a positive mark on the community. By continuing to work in this direction, we can continue to contribute to the empowerment of women and the economic development of the region.