



Serious Business: Making a Case for Youth-Inclusive Financial Services

Optional Pre-Conference Training
Presented by Making Cents International
Wednesday, September 7, 2011
9:00 am – 12:00 pm

Pre-registration and payment (\$100) required

Trainer:

- **Ms. Lara Storm**, Director, Youth-Inclusive Financial Services Linkage (YFS-Link) Program, Making Cents International (USA)

Session Description:

Of the 1.5 billion young people between the ages of 12 and 24, 180 million—or 12% of them—are unemployed. Trends show that while the youth population will grow by 1 billion over the next decade, only 300 million jobs will be created. It is critical that youth have alternative sources of livelihoods, means of building assets, capital for investment, and financial protection measures in order to ensure that this growing youth vulnerability does not turn into a youth crisis.

Making Cents International's Youth-Inclusive Financial Service's Linkage Program (YFS-Link) invites you to explore some of the driving factors behind investing in the youth market at [*Serious Business: Making a Case for Youth-Inclusive Financial Services*](#). In this session we invite you to explore the financial services through a youth-inclusive lens and challenge you to apply lessons to today's financial markets. The training will give decision-makers key information regarding the social and business cases for offering financial services to young people, drawing significantly upon qualitative and quantitative analysis of institutions from around the world who have implemented a variety of techniques to serve this vulnerable population. By the end of the session, participants will have gained an understanding of the youth market segment and insights into how to provide young people with sustainable, demand-driven financial services for young people.

Trainer Bio:

Lara Storm

Ms. Lara Storm is the Director of the Youth-Inclusive Financial Services Linkage Program at Making Cents International. She is responsible for moving forward the program's vision, planning and implementation. Ms. Storm is an experienced microfinance practitioner with over 10 years of professional experience. Prior to joining Making Cents, she managed market research, monitoring and evaluation and the development of financial services for youth in Bolivia. Ms. Storm also served as microfinance accreditation specialist at Catholic Relief Services, as an analyst at Fitch Inc. and has consulted with Women's World Banking, the World Bank and PlaNNet Rating.

This training requires pre-registration and payment (\$100). Contact conference@makingcents.com for more information.