



**Women  
Presidents  
Organization**

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## **Road to Sixty:** *Global Expansion Overview*

# Overview

- **2025 Active Chapters:** 25% annual growth
- **2026 Projected Launches:** minimum 10

**Future Pipeline Regions:** Middle East; Asia; Europe, South America, India

**Target:** 60 global chapters by end 2030

**Current:** 15

**End of 2026:** 25

**Regional launch clusters:** Africa; Europe & Iberia; South America; CEE & Nordic; Asia



2025



United Kingdom:  
London  
Birmingham

Turkey:  
Istanbul

Spain:  
Galicia  
Madrid 1  
Coruña

Portugal:  
Lisbon/Porto

UAE:  
Dubai

Mexico:  
Guadalajara  
Mexico City  
Monterrey  
San Miguel

Peru:  
Lima

South Africa:  
Cape Town 1  
Cape Town 2  
Johannesburg 1  
Johannesburg 2



# 2026 and beyond





# 2026 Regional Phased Rollout Strategy

Europe & Iberia – April/May

South America – June

Africa – August

Central Eastern Europe & Nordic – September

Asia – October

# The WPO Launch Blueprint for new chapters

## Global Standard – 6<sup>DEMO</sup>month process prelaunch

- Recruit Chair + Ambassador: per city
- Secure host sponsor: for launch & monthly meeting space (catering; AV)
- Chair training: online <9 members; in-person from 10th member in Europe
- 120 vetted candidates' triggers launch date: aim for attendance of 50 qualified attendees
- EEF attendance rules: apply by Year 2;
- AI-driven database sourcing: chair using LinkedIn outreach drives success;
- Regional Linked In pages: to market WPO and the launch
- Launch event activates chapter

# Growth Mandate Existing Chapters

- 10 members by December 2025
- 15 members by August 2026

## 2026 priorities:

- AI leads sourcing to assist chair through her Linked In
- LinkedIn regionalization
- Regional head Iberioamerica
- Regional summit Cape Town 18 February 2026
- EEF attendance rules apply from 2026 - <10 chairs pay own travel and accommodation
- Introduce regional onboarding fee and incrementally increase dues

# AI, LinkedIn and Regional Marketing Infrastructure to build Road to Sixty

- **AI-sourced candidate lists** aligned to WPO criteria for new and current chapters
- **Strengthen global brand presence - Regionalized LinkedIn pages** for geo-targeted outreach – per city for launch then permanently to continent for ongoing community
- **Chair engagement** with AI lists & Linked in a critical success factor
- **Linked In templates** with WPO info - with content, images, graphics and carousels for brand, marketing and messaging consistency



# Key Risks and Mitigation Strategies

- **Sponsor/venue delays** → Mitigation: alternative global partnerships
- **Weak database quality** → Mitigation: AI-led sourcing; Linked In boosting; Sales Navigator
- **Chapters stagnating under 10 members and Chapters consistently under 15 members** → Mitigation: the 15×15 growth model, LinkedIn discipline; monthly metrics
- **Funding for growth strategy**

# 2026 Expansion Success Metrics

- Number of new chapters with minimum 10 members launched by end of Dec 2026
- Database growth: CRM; AI lists, targeted regional digital marketing;
- Conversion at launch events: 50 qualified attendees;
- Chair marketing activity: LinkedIn outreach volume, brand training and marketing language templates, graphics & images;
- New chapters: Time to 10 members ( $\leq 6$  months), time to 15 members ( $\leq 15$  months);
- Existing chapters to 10 members by Dec 2025 and 15 by August 2026