

2021 Attendee Survey

2021
Virtual
Pennsylvania
Conference
for Women

Stronger.
Wiser. Braver.

November 10, 2021



*Brené
Brown*



*Laverne
Cox*



*Glenn
Close*

TRAILBLAZING CONVERSATIONS
WITH AWARD-WINNING JOURNALISTS



*Aminatou
Sow*



*Jenna
Wortham*



*Amna
Nawaz*

Key Metrics

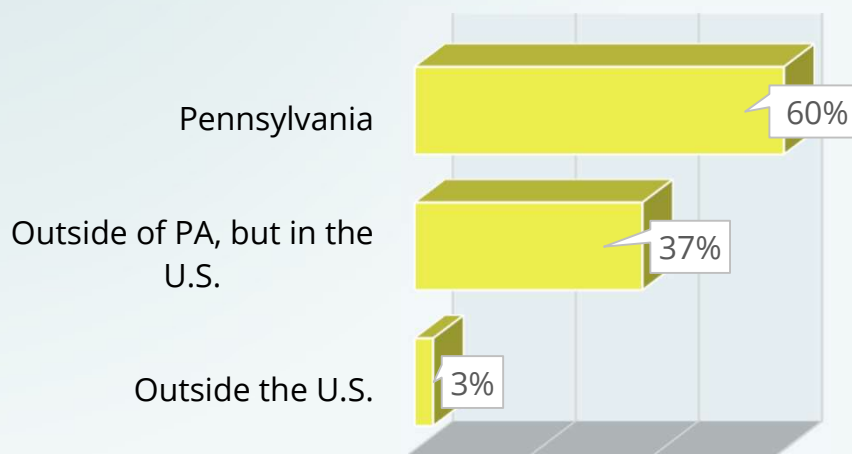
- **11,678** Conference registrations (13% increase from 2020 and 17% increase from 2019)
- **8,787** unique visitors on Conference Day
- **6,286** digital program booklet views
- **18,683** total visits to sponsor booths
- **844** Resume Review and Coaches Corner appointments
- **51%** of 2021 attendees had never attended a Conference for Women event before
- **86%** of 2021 attendees said they felt better able to meet current professional challenges because they participated in the Conference
- **80%** of attendees are more likely to consider working for a sponsor because of their support
- **69%** of attendees are more likely to consider products or services from a Conference sponsor



94%
of attendees
said the Conference
**met or exceeded
expectations!**

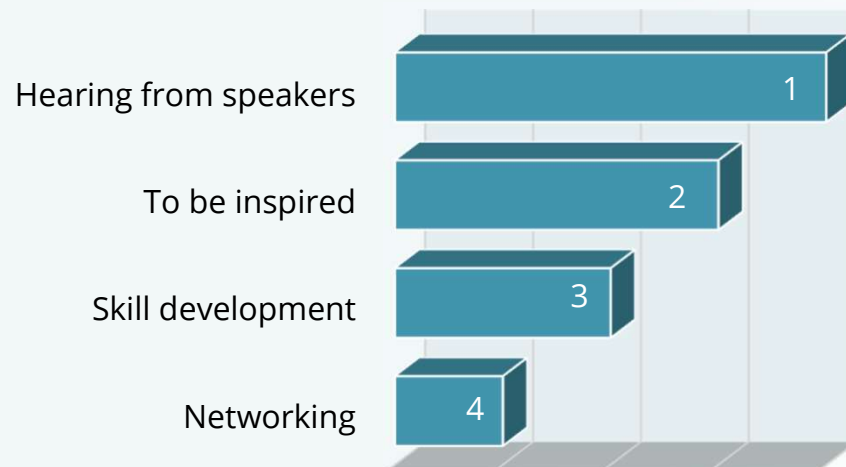
Demographics

FROM WHERE DID YOU VIEW THE VIRTUAL CONFERENCE?



Note: 61% of 2020 attendees viewed the Conference from PA.

WHAT ARE YOUR MAIN REASONS FOR ATTENDING THE CONFERENCE?



ATTENDEE JOB TITLES

- VP, C-Suite or Owner – 14% (9% in 2020)
- Manager or Director – 53% (49% in 2020)
- Professional (Doctor, Lawyer, Teacher) – 11% (8% in 2020)
- Admin. / Specialist – 19% (13% In 2020)

TOP 5 INDUSTRIES REPRESENTED*

1. Healthcare, Life Sci, Biotech – 28%
2. Finance/Bank/Insurance – 18%
3. Technology, IT, Data – 12%
4. Education – 6%
5. Retail / Consumer Products – 5%

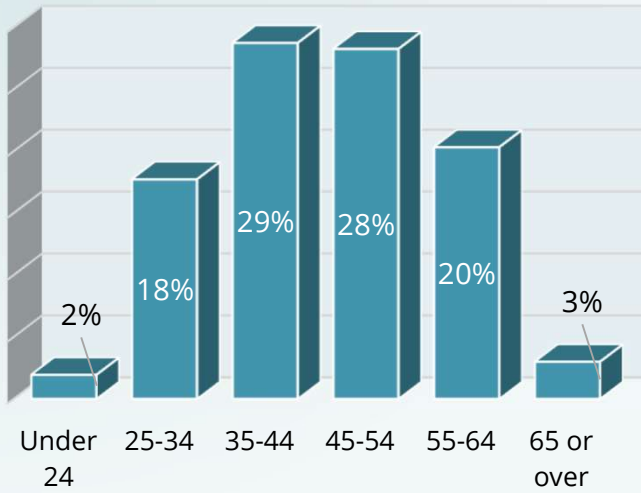
*Results are similar to 2020 attendee survey data.

FUNCTIONAL AREA OF BIZ

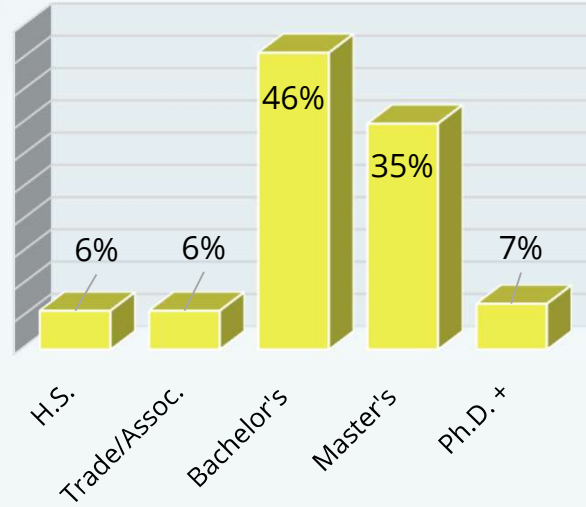
1. Operations – 13%
2. Strategy, R&D – 10%
3. Information Tech – 9%
4. Accounting/Finance – 9%
5. HR/ Talent – 9%
6. Administration – 7%
7. Marketing – 7%
8. Sales – 5%

Demographics

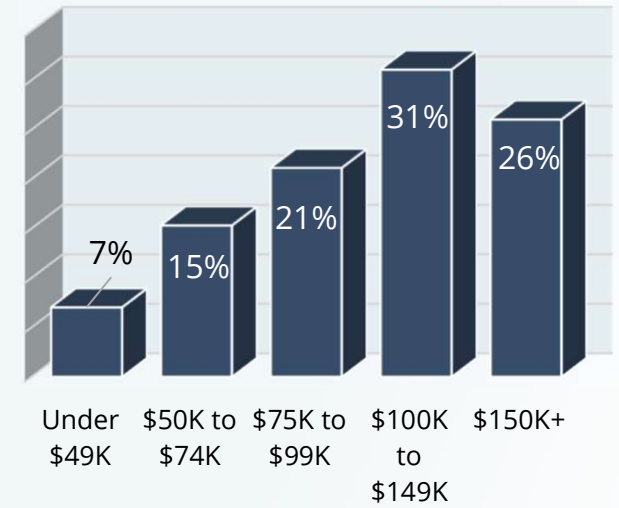
AGE



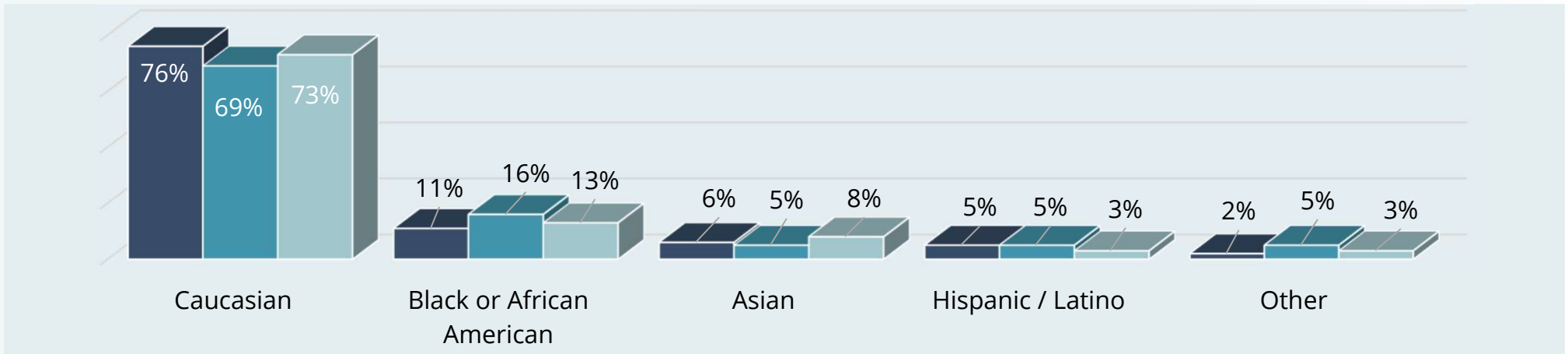
EDUCATION



INDIVIDUAL INCOME



RACIAL IDENTITY

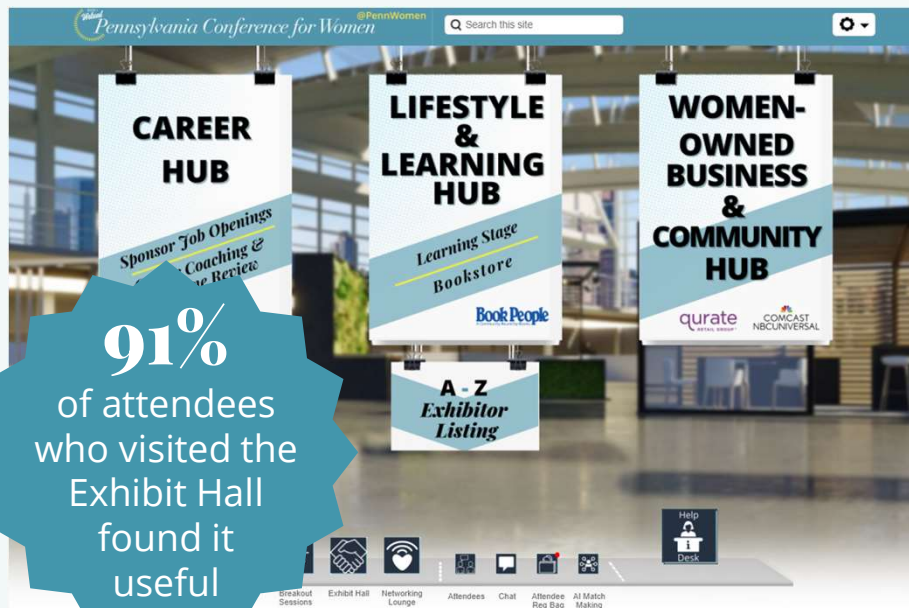


■ 2021 ■ 2020 ■ 2019

Virtual Exhibit Hall

The Exhibit Hall provided a wealth of resources, ideas, and tangible opportunities for women to support women.

- **18,683** total visits to **Sponsor Booths**
- **7,986** visits to **Lifestyle & Learning Hub**
- **6,216** visits to **Career Hub**
- **4,376** visits to **WOB & Community Hub**
- **2,406** visits to **Conference Bookstore**
- **5,972** total visits to **Learning Stage**



PARTICIPANT FEEDBACK

- "I really appreciated the Learning Bursts-- they were so digestible, and I could view them any time."
- "Great job of offering so many options!!"
- "Enjoyed the ability to research companies and sponsors."
- "Virtual photo booth was fun."
- "Love the women owned small businesses."
- "Everything was useful."
- "I utilized both the resume review and the coaching session. Both were extremely helpful."
- "Love the bookstore!"
- "The Author Readings were very valuable in helping to determine which breakout sessions to attend. It would be helpful to have access to these prior to the conference."

KEY TAKEAWAYS

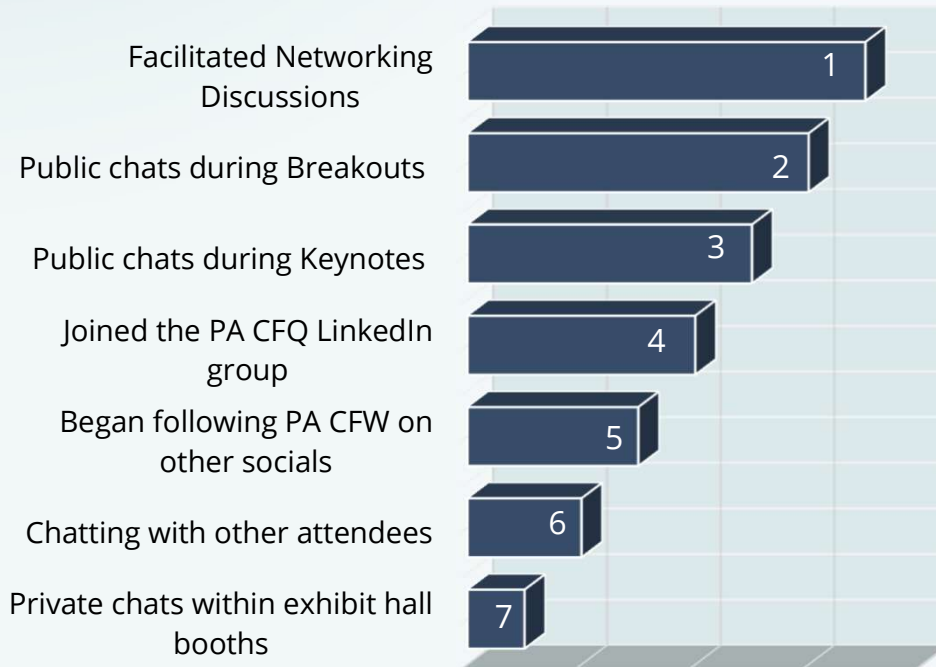
- Most people found it easy to navigate the Exhibit Hall.
- The learning bursts were especially appreciated for content, convenience, variety of speakers, and topics.
- Resume reviews and coaching filled up quickly.
- Interactive booths were the most popular.
- Author readings were helpful and informative for breakout sessions and book purchases.

Networking

- **9,820** Visits to **Cisco Networking Lounge**
- **3,239** **Networking Guide** views
- **1,718** **Facilitated Networking** participants*



NETWORKING OPPORTUNITIES RANKED (Valuable or Extremely Valuable by Rating)



*FNS registrations reached 90% of capacity. 7 of 10 sessions (all 4 afternoon and 3 of 6 morning) filled up. 76% of people who registered for FNS attended.

PARTICIPANT FEEDBACK

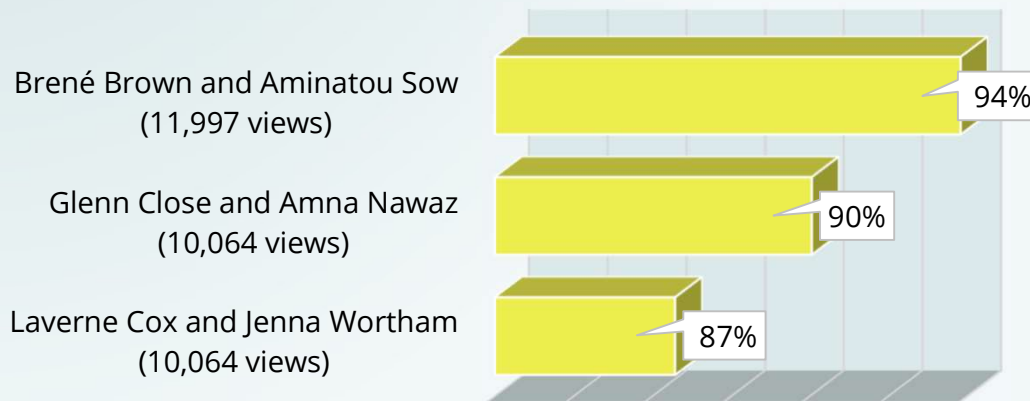
- "I loved that the Facilitated Networking sessions had a Google Doc option for people to add their LinkedIn pages to connect with others."
- "The facilitated networking discussions were great. One suggestion to keep breakout side to 5 or less."
- "The facilitated discussion was a breath of fresh air, made me nostalgic for an in-person conference! I would have preferred more guidance in the breakout rooms."
- "I really enjoyed seeing all the chat comments during the sessions. I felt more connected to other attendees than I would in person."

KEY TAKEAWAYS

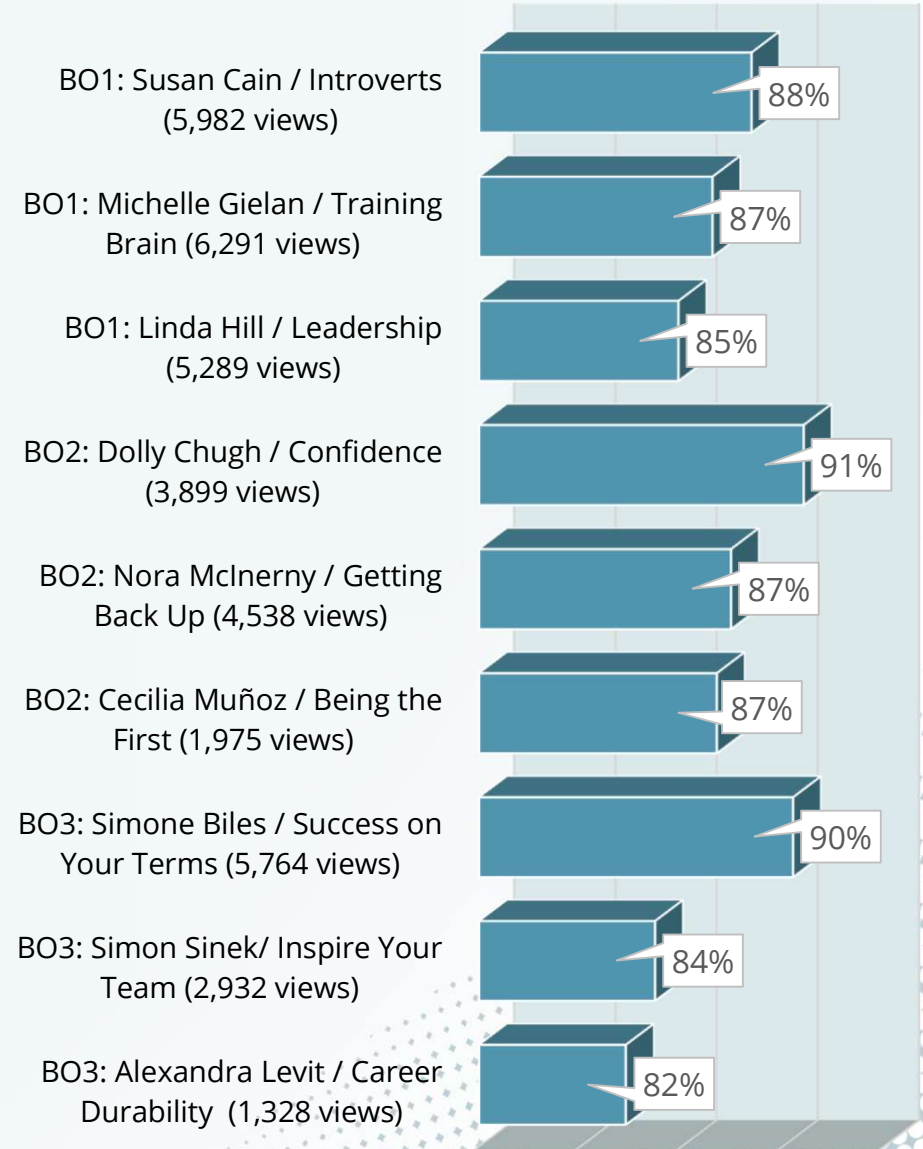
- Facilitated Networking sessions were valued by most and filled up quickly. Participants did suggest smaller breakout groups, more guidance from hosts, and longer discussion times.
- Many attendees enjoyed the public session chats as they helped to generate energy and provide a feeling of camaraderie, but they moved quickly and were distracting to some.

Speaker Evaluations

KEYNOTE SPEAKERS (Great or Excellent by Rating)



BREAKOUT SESSION SPEAKERS* (Great or Excellent by Rating)



PARTICIPANT FEEDBACK

- "Brené Brown and Aminatou Sow were amazing together! The energy, the easy flow of difficult topics, and the heartfelt stories had me in tears."
- "Mental health is a crisis that is not talked about it enough. Thank you, Glenn Close, for having the tough conversation. Thank you, PACFW, for valuing this conversation so much to add it to the agenda."
- "I have always loved Laverne Cox and I was just floored to hear her speak. She is so inspirational!"
- "The content was so rich that I was spending almost the whole session taking notes absorbing everything."

Note: The Virtual Conference format supports a smaller number of more notable speakers for breakout sessions; therefore, the ratings tend to be high.

Overall Feedback

PARTICIPANT FEEDBACK

- “The line-up was absolutely fabulous this year; topics were relevant, relatable, thought and emotionally provoking. All the speakers were outstanding. I especially liked the format of having them speak and then come back live for questions.”
- “It was very smooth and easy to navigate. The speaker options were outstanding.”
- “The sessions kept me very engaged even though it was virtual. Content was very relevant.”
- “Not only were the speakers fabulous but the virtual platform was so effective, and I appreciate that we were able to download materials for future use and reference.”
- “I felt so empowered listening to these extraordinary women.”
- “What an inspiring event with relatable people to hear from. Beautifully put together.”
- “This was my first year participating and the virtual experience was amazing!”
- “Very well put together. Enjoyed the exhibit hall format and the live chat experience.”
- “I loved the keynote speakers!”
- “Very uplifting and inspiring just at a time I needed it! ”
- “The platform was exceptional for those joining virtually. It was inviting easy to navigate.”

KEY TAKEAWAYS

- Just over half of attendees were new to the Conference. Overall, they thoroughly enjoyed the quality of speakers and the variety of offerings. It was a positive and uplifting experience.
- The technology worked well, and the virtual platform was easy to navigate.
- All options in the virtual Exhibit Hall were appreciated including learning bursts, sponsor booths, interactive experiences (e.g., virtual photo booth), resume reviews and coaching corners, and women-owned businesses.
- Attendees valued the various opportunities to connect including Facilitated Networking sessions, sponsor booths, and session chats.
- While many people would like to return to an in-person event, many would also like to keep a virtual option. Attendees see value in both.

Thank you, Sponsors!

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