



# *Conferences for Women*

## 2024 SPONSORSHIP OVERVIEW



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“The opportunity  
will come. Will  
you be ready to  
step up?”

- Laverne Cox  
2021 PA CFW Speaker

# Mission

The mission of the Conferences for Women is to promote, communicate and amplify the influence of women in the workplace and beyond. At our annual nonpartisan, nonprofit conferences, we bring together thousands of active professionals to connect, renew, and find inspiration in community.

## Conferences for Women Network

The Conferences for Women sister network includes four primary events that take place in-person across the country, each focused on supporting diversity & inclusion, career advancement, leadership, and personal development. While general themes are similar across each market, speakers and content are unique, providing new opportunities for learning and development at each event.

### 2024 CONFERENCE SCHEDULE

-----SOLD OUT-----

-----Registration Opens SPRING 2024-----



*25<sup>th</sup> Anniversary!*



THE MASSACHUSETTS  
CONFERENCE  
FOR WOMEN

*20<sup>th</sup> Anniversary!*

Feb 29, 2024  
SILICON VALLEY

Oct 2, 2024  
AUSTIN

Nov 7, 2024  
PHILADELPHIA

Dec 12, 2024  
BOSTON

NOTE: All regional Conference ticket holders have access to the **Virtual Conference for Women** in Spring 2025

## Conference Format – One Ticket, Two Events

### 1. CONVENTION CENTER EXPERIENCE

- Full day learning event creating community and connections. Markets range in size from 5,000 – 10,000 attendees.
- General session experience includes 2-3 keynotes, cameos, and lunch break for networking with colleagues.
- Expert panels, breakout sessions, and learning bursts throughout the day.
- Networking and mentoring experiences plentiful and varied. Expanded interactive hall with Career Development Resources.
- **Select keynotes and breakouts recorded onsite and shared during “best of” virtual experience.**

### 2. VIRTUAL EXPERIENCE SPRING 2025

- Immersive full day learning experience featuring curated “best of” keynotes and breakout sessions from CFW regions along with brand new content.
- “Best of” keynote and breakout sessions from 2023-24 Conference season.
- Virtual Learning Stage with all NEW content.
- Networking and mentoring experiences plentiful and varied.
- On-demand viewing available or a limited time post-event.
- Complemented by targeted Diversity Recruiting/ Talent Acquisition program (Format TBD).

# Year-Round Resources

Conferences for Women provides the following resources throughout the year:

- **Career Resources** – An online career center with a list of sponsor organizations currently hiring, career tips, articles, and more to support career growth.
- **Online Learning Library** – Searchable Conference session audio content library.
- **The Conference in Your Inbox** – Newsletter featuring helpful articles and speaker interviews each month.
- **Women Amplified Podcast** – 2x per month podcast with national thought leaders hosted by Celeste Headlee and covering topics like leadership, career advancement, self-care, transitions and other relevant issues facing women.



## Conference Impact – Making a Difference!

In 2018, researcher Shawn Achor initiated a study to test the long-term effects of uniting women at Conference for Women events. The study included working women across functions and industries attending Conferences for Women in several U.S. states. Outcomes were examined that occurred in the year after the women attended the conference (compared with a control group). The results were overwhelmingly positive. Of the women who attended a Conference for Women:

- 78% reported feeling **“more optimistic about the future”**.
- 71% said that they **“feel more connected to others”**.



**Harvard  
Business  
Review**

In the year after connecting with peers at the Conference for Women, attendees were (when compared with the control group):

- **2x more likely to be promoted.**
- **3x more likely to receive a 10% raise!**

**More details about the study can be found at** <https://www.shawnachor.com/project/hbr-womens-networking-events-move-needle-equality/>

## Conference Impact: Attendee Surveys

Based on 2021-22 post-Conference attendee surveys across all markets:

- More than 85% of **participants feel more able to meet the professional challenges of this moment** because they participated in a CFW event.
- More than 80% of **participants are more likely to consider working for or purchasing from a sponsor** because of their demonstrated support for women.

## Growing Importance of Conferences for Women

Based on a survey of 1142 people conducted in May 2022 by the Conferences for Women and Georgetown University Professor Christine Porath:

- Nearly **96 percent** of women surveyed say women's conferences have become much more important, more important, or somewhat more important since 2020.
- Approximately 7 out of 10 people who attended a Conferences for Women event say it made them feel more connected and aware of how they contribute to others' well-being – and helped them learn or develop more leadership skills.

# Conference Attendee Profiles



<b>Education:</b>	89% have a college degree, and 43% have a post-graduate degree
<b>Income:</b>	82% report a personal (individual) annual income of \$75,000+
<b>Job Title:</b>	54% Manager or Director, 10% VP or C-Suite, 12% Professional (teacher, lawyer, doctor)
<b>Top Industries Represented:</b>	Healthcare/ Biotech/Life Sci, Financial Services (Banking, Finance, Insurance), and Technology/IT



<b>Education:</b>	More than 88% have a college degree, and 40% have a post-graduate degree
<b>Income:</b>	72% report a personal (individual) annual income of \$75,000+
<b>Job Title:</b>	5% VP or C-Suite, 49% Manager or Director, 23% Administrative/Specialist, 15% Professional (Teacher, Lawyer, Doctor)
<b>Top Industries Represented:</b>	IT/Technology, Government, Financial Services, Healthcare, and Engineering



<b>Education:</b>	91% have a college degree, and 43% have a post-graduate degree
<b>Income:</b>	84% report a personal (Individual) annual income of \$75,000+
<b>Job Title:</b>	49% Manager or Director, 14% VP or C-Suite, 11% Professional (lawyer, doctor, teacher, etc.)
<b>Top Industries Represented:</b>	Financial Services (Banking, Finance, Insurance), Healthcare/ Biotech/Life Sci, and Technology/IT



<b>Education:</b>	87% have a college degree, and 41% have a post-graduate degree
<b>Income:</b>	78% report a personal (individual) annual income of \$100,000+
<b>Job Title:</b>	40% Manager or Director, 13% VP or C-Suite, 12% Professional (lawyer, doctor, etc.)
<b>Top Industries Represented:</b>	IT/Technology, Healthcare/ Biotech/Life Sci, and Financial Services (Banking, Finance, Insurance)

## Customized Partnerships

Sponsorship opportunities are customized and may include the following:

- **Thought leadership opportunities** for company leaders as speakers, program contributors, or guests.
- **Tickets and custom speaker events** for employee and/or client engagement.
- **Talent acquisition tools** including job postings, resume drops, career fairs, and targeted recruiting events.
- **Branding, sales, and marketing outreach** to an audience of professional women.
- **Platforms for showcasing social responsibility** and commitment to diversity.
- **Inclusion in year-round communications**, social media channels, *The Conference in Your Inbox* newsletter, and monthly podcast to our digital community of supporters (including sponsor content).