

2023 Attendee Survey Evaluation


20TH ANNIVERSARY

*Pennsylvania
Conference
for Women*


2004 - 2023

**20 Years of
Community,
Connection &
Leadership**

PRESENTING SPONSOR

 **Bristol Myers Squibb™**

October 19, 2023
Pennsylvania Convention Center



José Andrés RT. HON. DAME
Jacinda Ardern **Gail Devers** **Tina Fey**



Key Metrics

79%
of attendees
said they felt better able
to meet current
professional challenges
because they
participated!

8,285 Total Conference registrations

43,133 Total digital program views

225 Total Coaches Corner appointments

246 Total Resume Review appointments

51 % of 2023 attendees had never attended a Pennsylvania Conference for Women event before

79 % of 2023 attendees said they felt better able to meet current professional challenges because they participated in the Conference

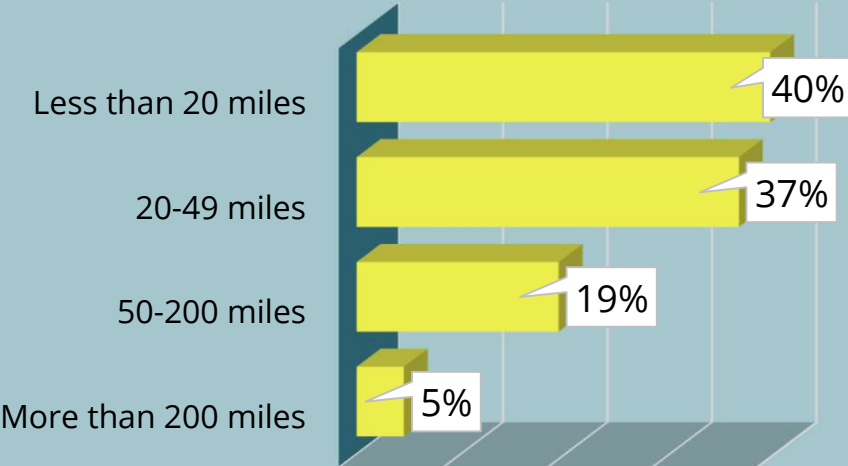
75 % of attendees are more likely to consider working for a sponsor because of their support

70 % of attendees are more likely to consider products or services from a Conference sponsor

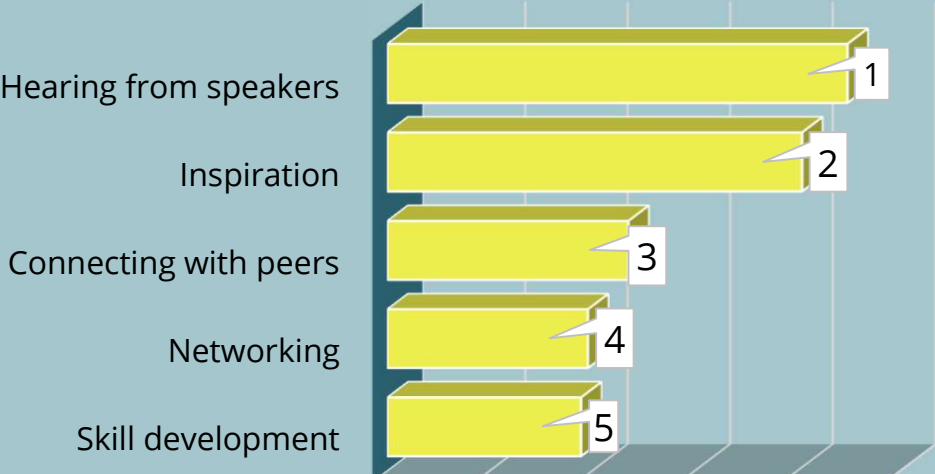


Demographics

HOW FAR DID YOU TRAVEL TO ATTEND THE CONFERENCE?



WHAT WERE YOUR MAIN REASONS FOR ATTENDING? (CLICK ALL THAT APPLY)



ATTENDEE JOB TITLES

- VP or C-Suite - 13%
- Manager or Director - 52%
- Administrator/Specialist - 16%
- Professional (Doctor, Lawyer, Teacher) - 11%

TOP 5 INDUSTRIES REPRESENTED*

1. Healthcare/Life Sci/Biotech - 28%
2. Fin Svcs/Bank/Insurance - 15%
3. Technology /Infra/Data Svcs - 8%
4. Education - 6%
5. Non-profit - 6%

* The top three industries in 2022 were (in order) Healthcare/Life Sciences/Biotech, Finance / Bank / Insurance, and Technology/Infrastructure.

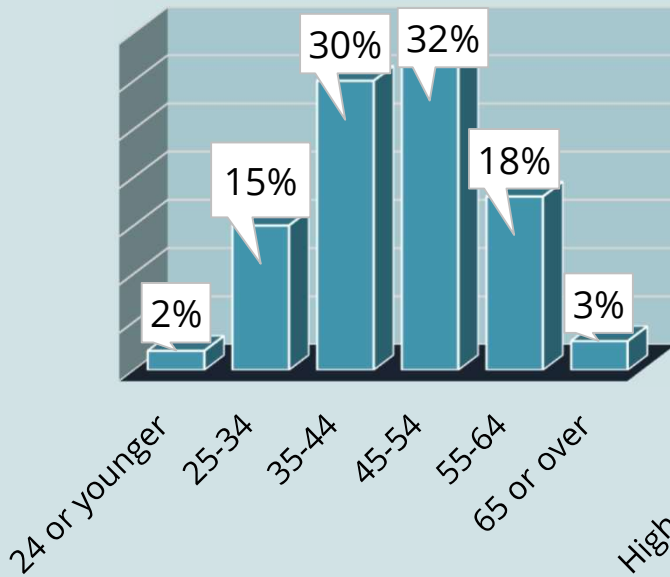
TOP FUNCTIONAL AREAS OF BIZ

1. Information Technol. - 9%
2. Strategy/R&D- 9%
3. Operations - 9%
4. HR/Talent - 8%
5. Project Management - 8%
6. Marketing - 7%
7. Administration - 7%

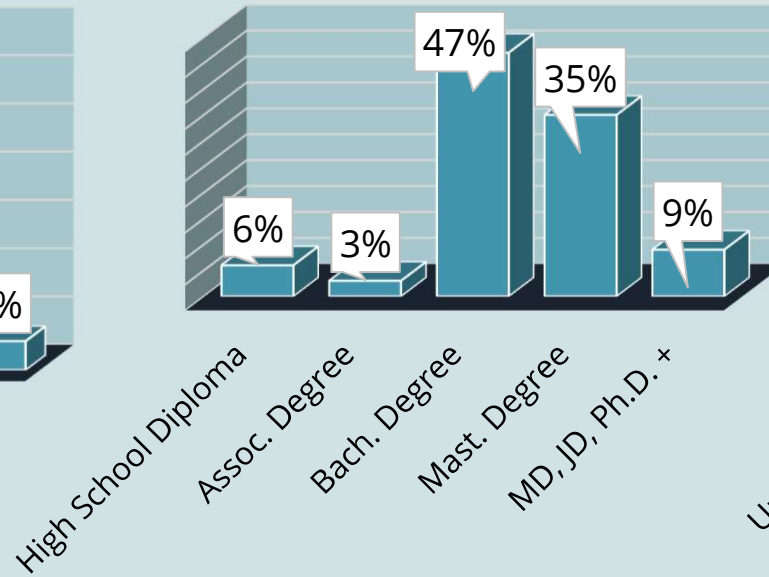


Demographics

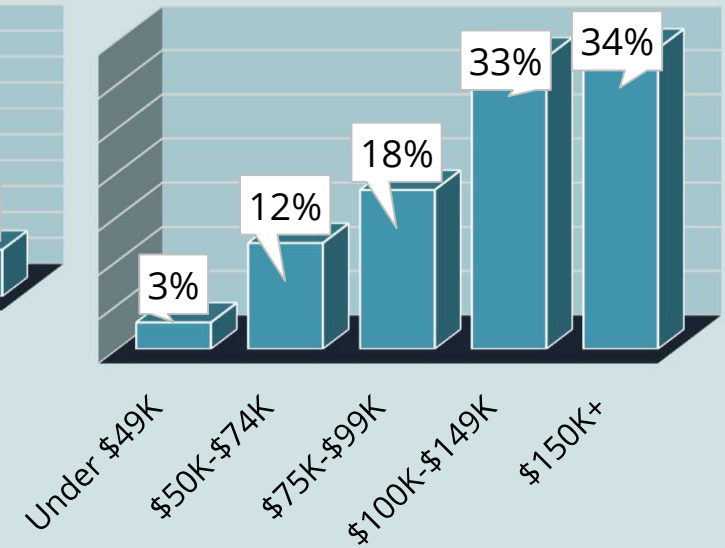
AGE



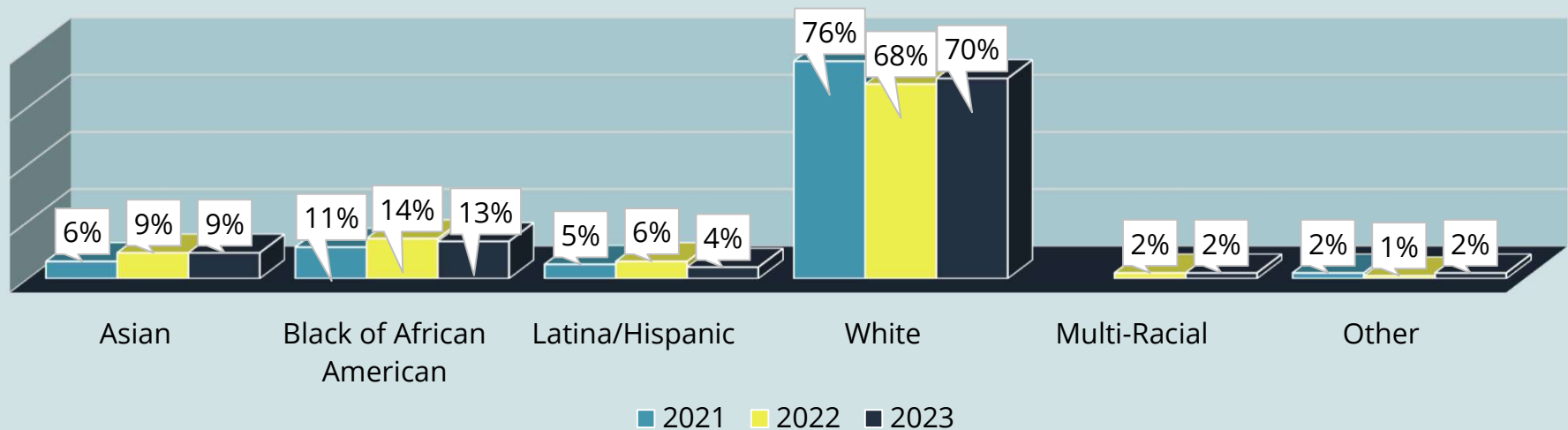
EDUCATION



INDIVIDUAL INCOME

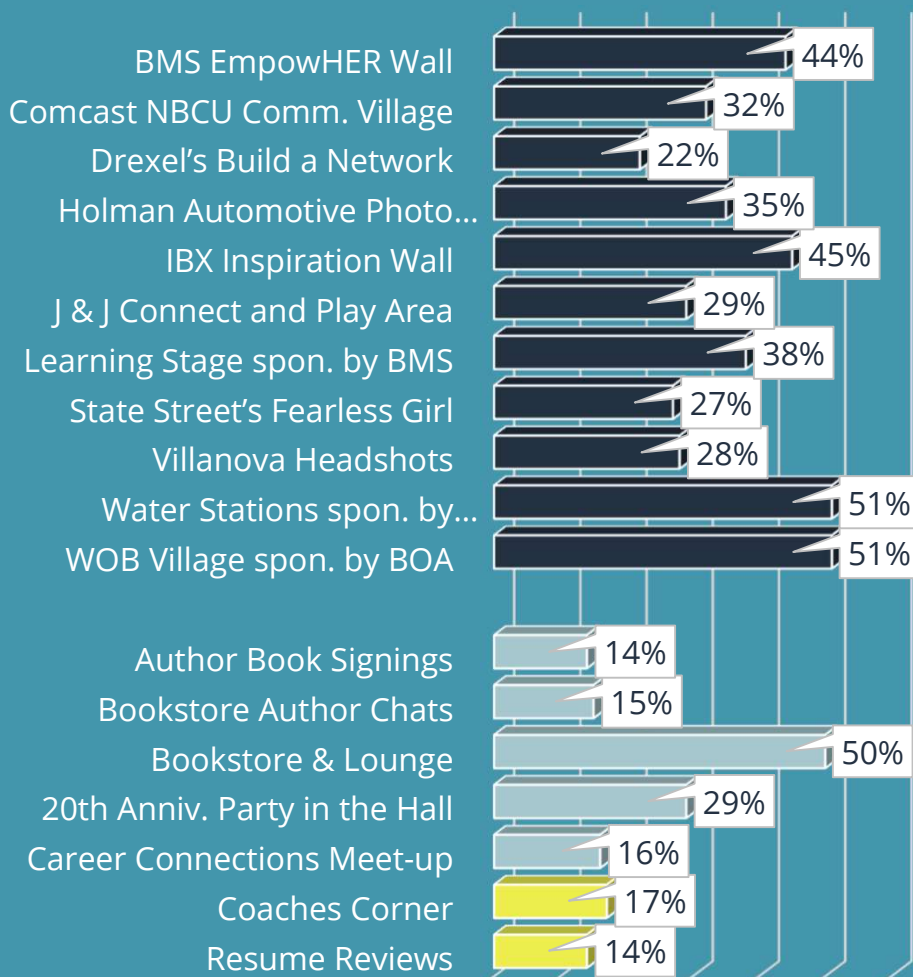


RACIAL IDENTITY



Interactive Hall

WHICH AREAS DID YOU VISIT IN THE INTERACTIVE HALL (Check all that apply*)?



**NOTE: This chart simply reveals the percentage of attendees who visited a certain area within the Interactive Hall. It does not necessarily reflect popularity as some of these activities are limited by space or capacity and available on a first-come, first-served basis. This should be kept in mind when reviewing.*

WHAT OTHER ELEMENTS WOULD YOU LIKE TO SEE INCORPORATED IN FUTURE EVENTS?

- More content for mid-level career women
- Handouts from Learning Stage speakers
- More career development/business-related content – technology, leadership, wardrobe, etc. tips
- Hiring employers, mock interviews
- Quieter spaces for mini-sessions and meet ups; more ways to connect with other attendees
- More Resume Review, Coaches Corner, & headshot slots
- Additional wellness/relaxation offerings
- A richer variety of volunteer/donation opportunities
- More coffee, more water, more afternoon treats
- Additional charging stations
- More time to explore!



WHICH AREAS WERE MOST ENJOYED BY ATTENDEES IN THE INTERACTIVE HALL? (Based on ratings of "Great" or "Excellent")

MOST POPULAR DESTINATIONS (80-90% RATING)

- BMS EmpowHER Wall
- Career Connections Meet-up
- Coaches Corner
- Community Village sponsored by Comcast
- Drexel's Build a Network
- Holman Automotive Photo Opportunity
- Independence Blue Cross Inspiration Wall
- Resume Reviews
- State Street's Fearless Girl
- Villanova Headshots
- Water Stations sponsored by Axalta
- WOB Village sponsored by Bank of America

2ND MOST POPULAR DESTINATIONS (70-79% RATING)

- Author Book Signings
- Bookstore Author Chats
- Bookstore & Lounge
- Johnson & Johnson Connect and Play Area
- Learning Stage sponsored by BMS





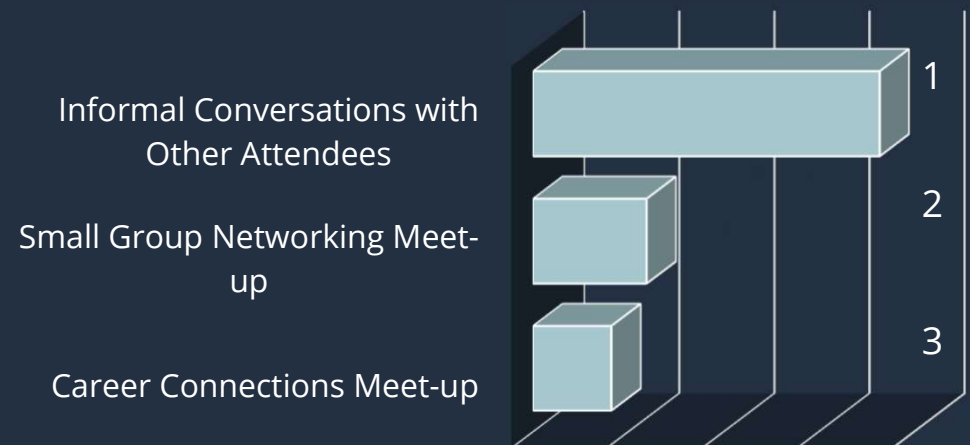
Networking & Connections Meetups

OVERALL FEEDBACK ON NETWORKING OPPORTUNITIES

- Attendees would like to have more opportunities to network outside of Breakout Sessions and other overlapping programming
- Those who did not take the time to explore the digital program, or to walk the Interactive Hall, may not have been aware of various networking opportunities
- Some attendees would have liked to see a more structured way for finding networking opportunities within their own industries/career stage
- Those who attended solo found it more difficult to initiate networking conversations with those who attended in groups, and suggested additional snack/seating areas as a means for inviting more connection
- Ice breakers would have been a welcome additional during lunch, especially for those seated with attendees that they did not know



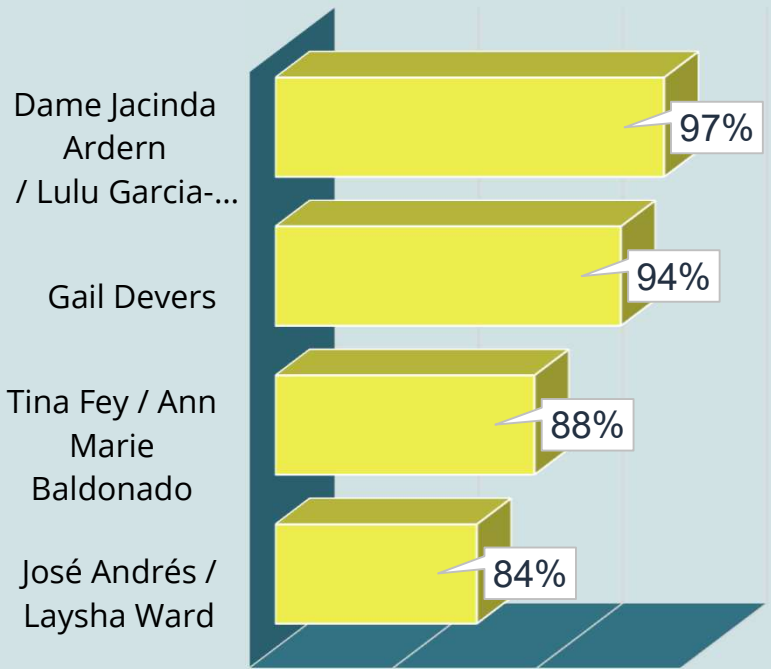
NETWORKING
(Listed in Order of Value by Attendees)



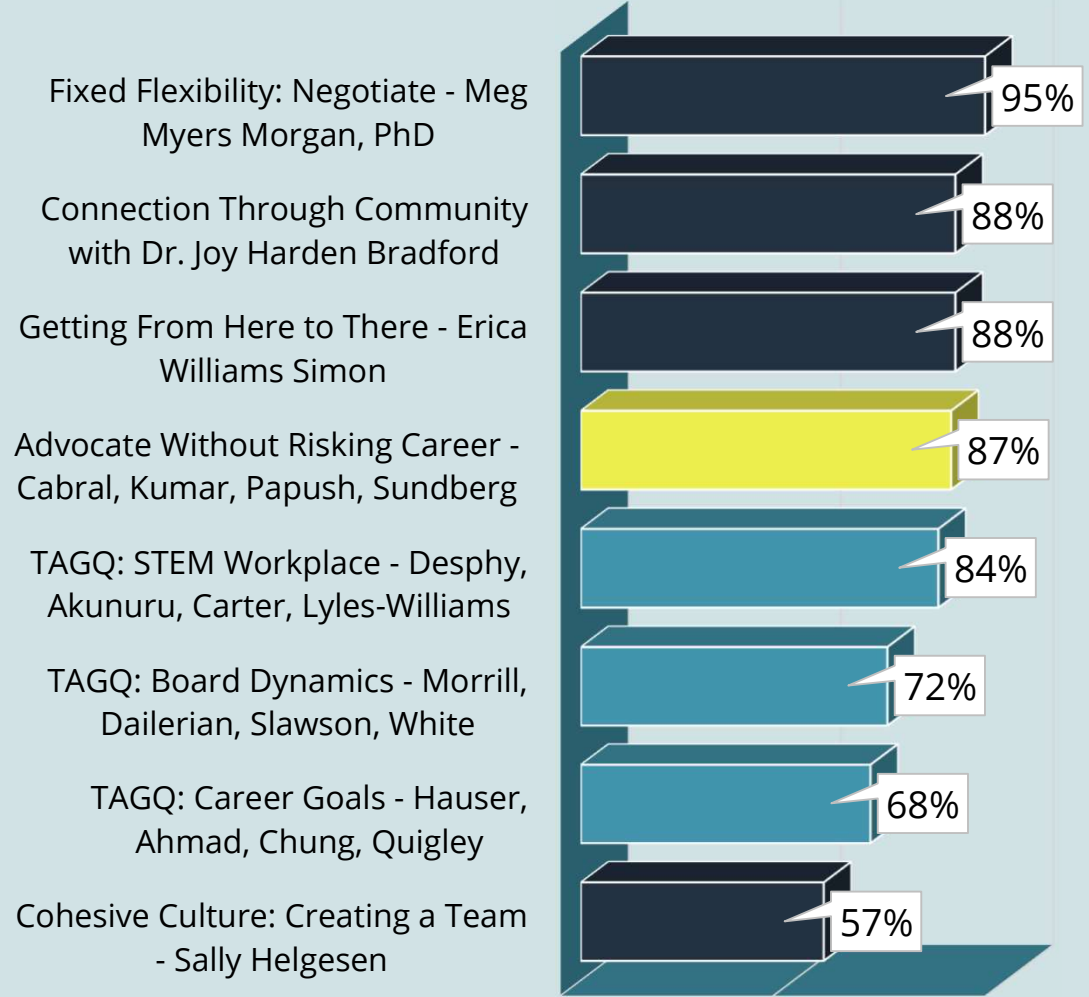


Speaker Feedback

KEYNOTE SESSIONS (Excellent or Great by Rating)



BREAKOUT SESSION SPEAKERS (Excellent or Great by Rating)



PARTICIPANT FEEDBACK

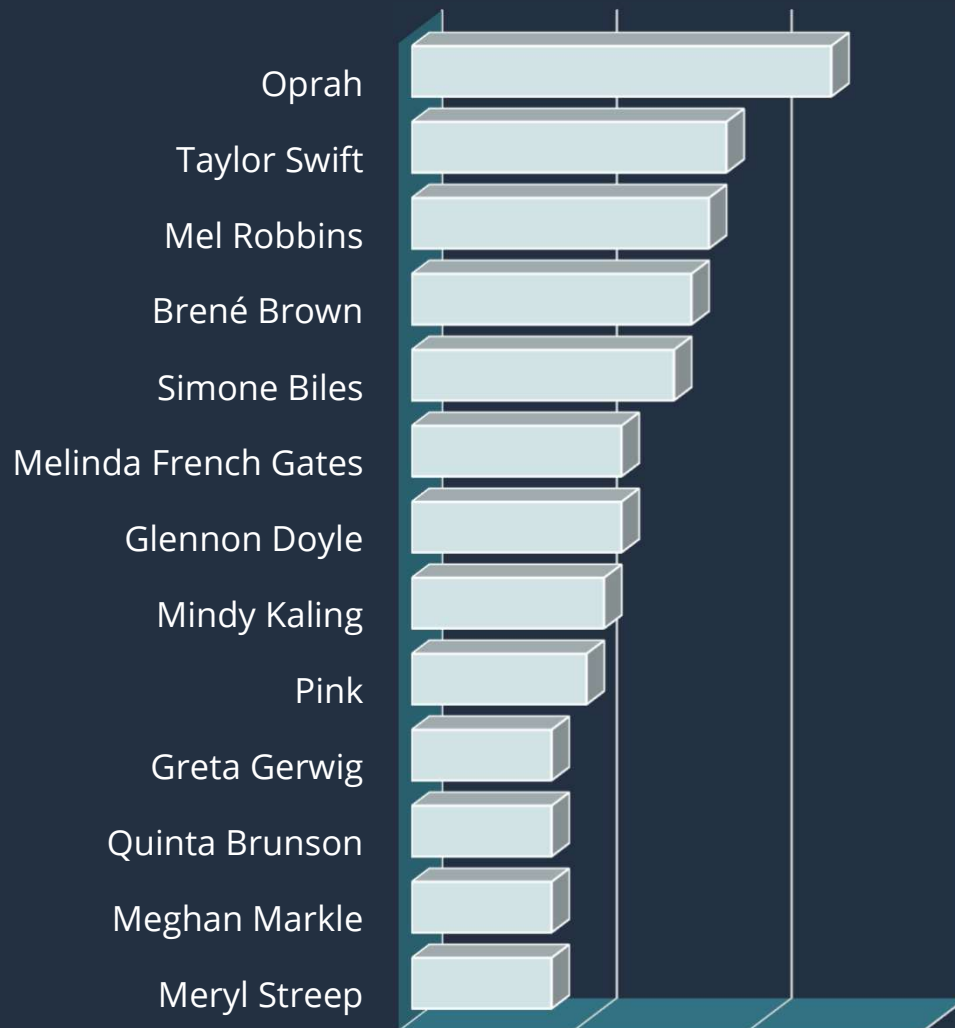
- "Excellent - very actionable information was shared!"
- "Real world advice that I really connected with."
- "I was thrilled to see the diversity."

■ Panel
 ■ "That's A Good Question" (TAGQ)
 ■ Workshop



Future Speaker Suggestions

TOP REQUESTED SPEAKERS FOR 2024



NOTEWORTHY RECOMMENDATIONS

- Interest in hearing from more CEOs/heads of corporations as well as heads of local hospitals, universities and non-profits.
- Bring past speakers back for a discussion centered on now vs. then.
- Speaker diversity in both age and race.
- Several attendees named *Shark Tank* sharks.



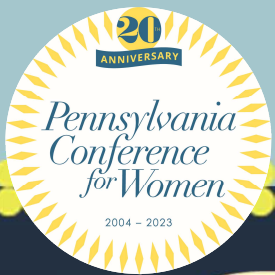
Overall Feedback

PARTICIPANT FEEDBACK

- "The speakers were amazing. The event was beautiful. The sheer JOY of being together will be with me for a very long time."
- "It was very empowering and I'm taking back some ideas to incorporate within my leadership role."
- "Seeing the high level of speakers and diversity with consistent messaging and relevant topics was uplifting"
- "I am a steering committee member for one of my organizations ERGs (women). I learned additional ways that we can work with leadership to provide more benefits to females in the workplace, along with ways to empower women in our organization. I also learned ways to advocate for myself, and other women in the workplace."
- "Inspirational and motivational talks have energized me; networking discussion were valuable for development"
- "I was so glad to see sessions on negotiating, goal-setting and career transitions - such important messaging for me personally at this season of my career."
- "I enjoyed being out of the office for a day and spending time with my colleagues in a different environment."
- "I have a renewed energy to volunteer more, and to lead a life with more passion for things I actually enjoy doing."
- "I felt incredibly connected to my fellow female professionals just by being in each other's presence. I feel re-energized to keep blazing my own path."

KEY TAKEAWAYS

- Attendees were uplifted, energized, inspired, and empowered by their Conference experience.
- "More" was a resounding request for future events! More time, more space, more to eat and drink, more varieties of content!
- Audio/sound proved a challenge during several sessions throughout the Convention Center.
- Many basked in the energy and excitement of such a large gathering, but others found it overwhelming and wished for some quiet places, and more opportunities to connect 1:1.
- Some attendees would have liked to see more career/career services-centric content in the Interactive Hall, and others were pleasantly surprised by the many wellness and retail offerings.
- Additional content for senior professionals.
- Attendees would like handouts for Breakout and Learning Burst sessions.
- A portion of attendees felt that session titles did not appropriately set expectations for actual session content.
- Attendees enjoyed having keynote speakers present a speech followed by a moderated conversations.



Thank you, Sponsors!



The following inclusive workplaces share our commitment to gender equity and they have made today's event possible... thank you!

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