

# *Pennsylvania Conference for Women*

## 2024 Attendee Survey Evaluation



**JOYCE  
ABBOTT**

**ROBIN  
ARZÓN**

**DIANA  
NYAD**

**SHERYL LEE  
RALPH**

**DAWN  
STALEY**

**MARTHA  
STEWART**



# KEY METRICS

**97%**

of attendees  
said the Conference  
met or exceeded  
expectations



**8,506** Conference registrations

**5,508** Conference app downloads

**94%** of attendees said they would attend a future Conference or recommend it to someone else

**82%** of attendees said they feel better prepared to meet professional challenges because they participated

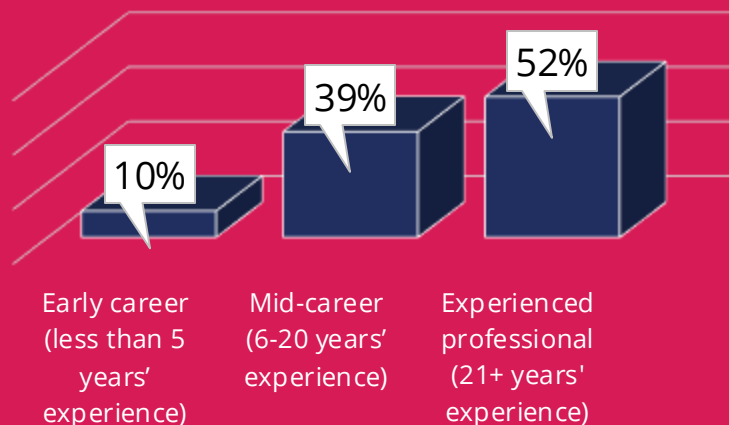
**79%** of attendees are more likely to consider working for a sponsor because of their support

**79%** of attendees are more likely to purchase products or services from a sponsor because of their support

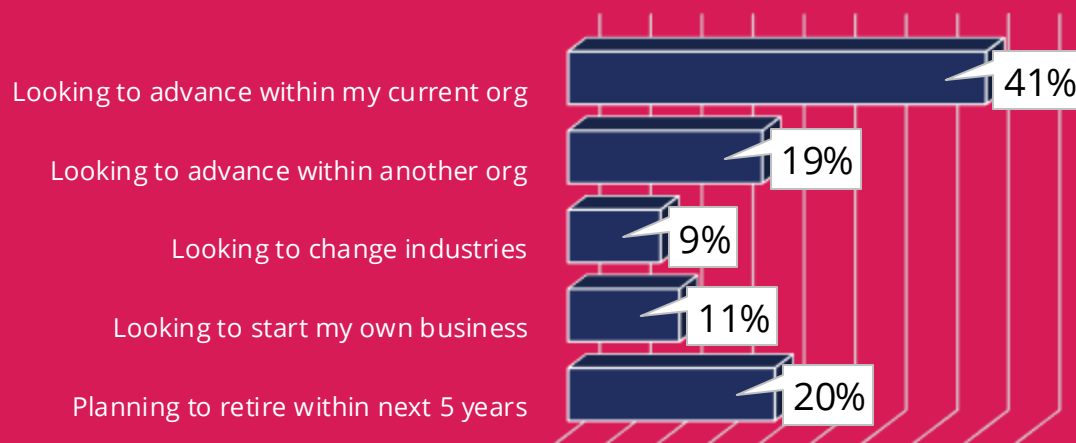
**87%** of attendees plan to access the National Virtual Event on March 5, 2025

# DEMOGRAPHICS

## CURRENT CAREER STAGE



## CURRENT CAREER GOALS



## ATTENDEE JOB TITLES

1. Executive, Sr. Official - 9%
2. VP, Manager, Director - 44%
3. Professional (Acct, Scientist, Physician, etc.) - 34%
4. Administr. Specialist - 8%
5. Sales - 2%

## TOP 5 INDUSTRIES REPRESENTED

1. Healthcare / Life Sciences / Biotech - 28%\*
2. Financial Services - 15%\*
3. Technology - 6%
4. Education - 6%
5. Non-profit - 5%
6. Government - 4%

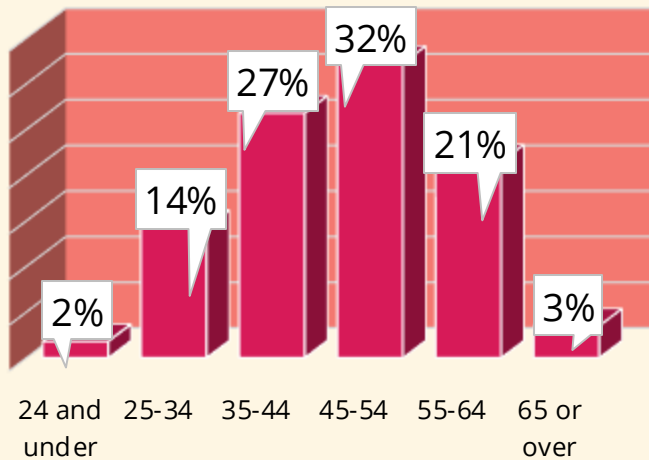
\*Same ranking and percentage as 2023 data

## TOP FUNCTIONAL AREAS OF BIZ

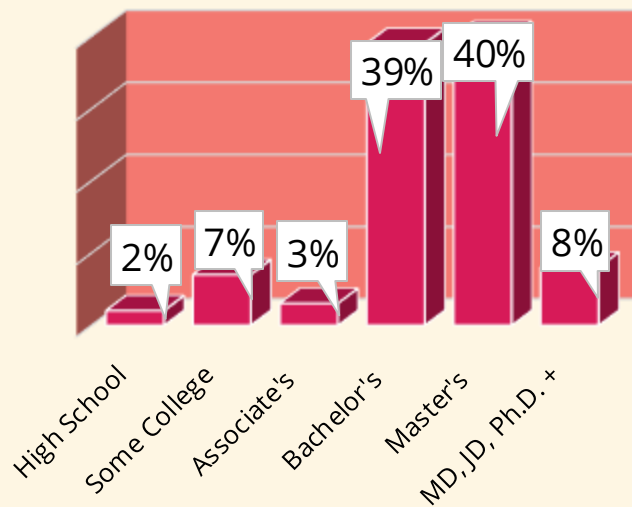
1. Operations - 11%
2. Project Mgmt. - 10%
3. HR/Talent - 9%
4. Strategy / R&D - 9%
5. Admin. - 9%
6. IT - 7%
7. Accounting / Finance - 7%
8. Marketing - 7%

# DEMOGRAPHICS

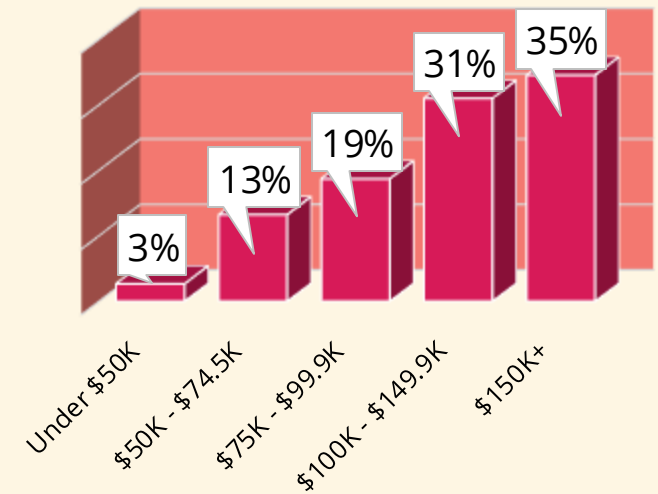
**AGE**



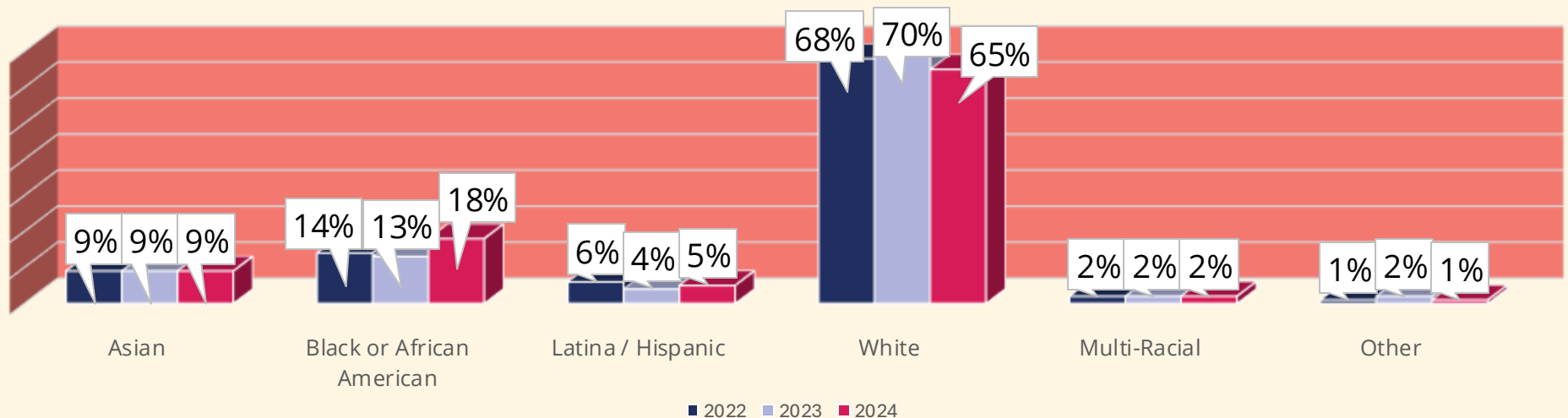
**EDUCATION COMPLETED**



**INDIVIDUAL INCOME**



**RACIAL IDENTITY**



# INTERACTIVE HALL

## MOST VISITED AREAS IN THE INTERACTIVE HALL\*

(In order of # of respondents who participated)

- Hydration Station sponsored by FMC
- WOB Marketplace sponsored by Bank of America
- Bookstore Lounge sponsored by PECO
- Learning Stage sponsored by Bristol Myers Squibb
- Wellness Stage sponsored by Target
- Charging Lounge sponsored by Merck

\* Note: For popular destinations with limited capacity, such as Headshots, Resume Review, and Coaches Corner, many respondents noted "did not attend" in their surveys; for this reason, these offerings are not listed here.

## NETWORKING

Based on ratings of Great or Excellent



## IDEAS FOR NEXT YEAR

- Expand the popular areas like Headshots and Resume Review so more people can participate
- Include more food and WOB vendor options
- Address sound challenges for programming on Stages in the Hall

## WHICH AREAS WERE MOST ENJOYED IN THE HALL?

(In order of highest percentage of "Good" to "Excellent" ratings)

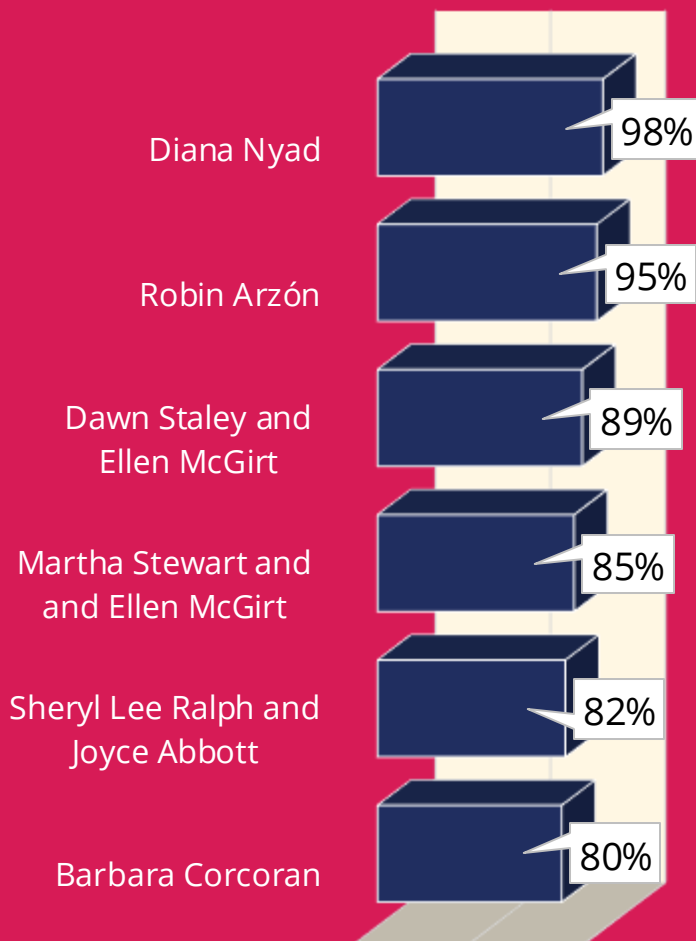
- Hydration Station sponsored by FMC
- Community Hub sponsored by Comcast NBCUniversal
- WOB Marketplace sponsored by Bank of America
- Charging Lounge sponsored by Merck
- Resume Review & Coaching sponsored by Villanova
- Complimentary Headshots sponsored by Villanova
- Therabody Wellness Lounge
- Bookstore Lounge sponsored by PECO
- Networking & Connections sponsored by Plynk
- Wellness Stage sponsored by Target
- Learning Stage sponsored by Bristol Myers Squibb



# SPEAKERS

## KEYNOTE SESSION

(Great or Excellent by Rating)

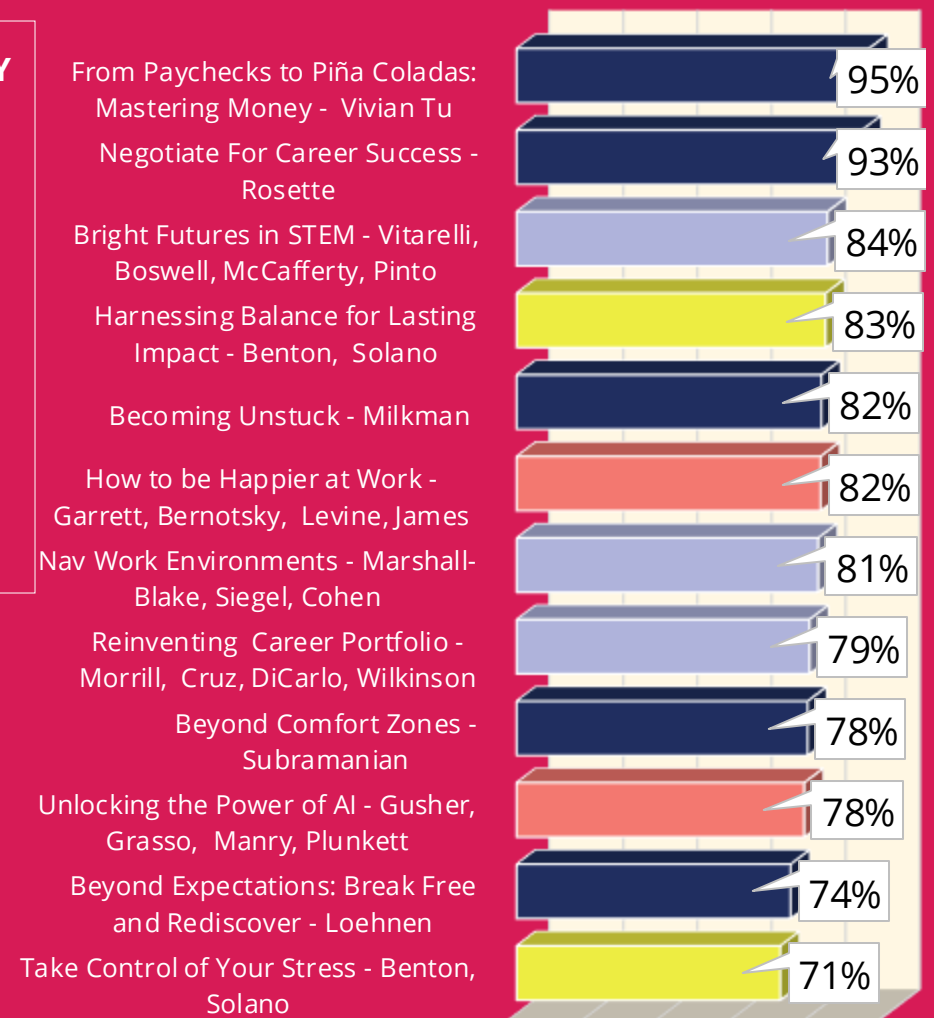


## BREAKOUT KEY

- That's a Good Question
- Special Wellness Offering
- Workshop
- Afternoon Panel

## SESSIONS I, II, & III SPEAKERS

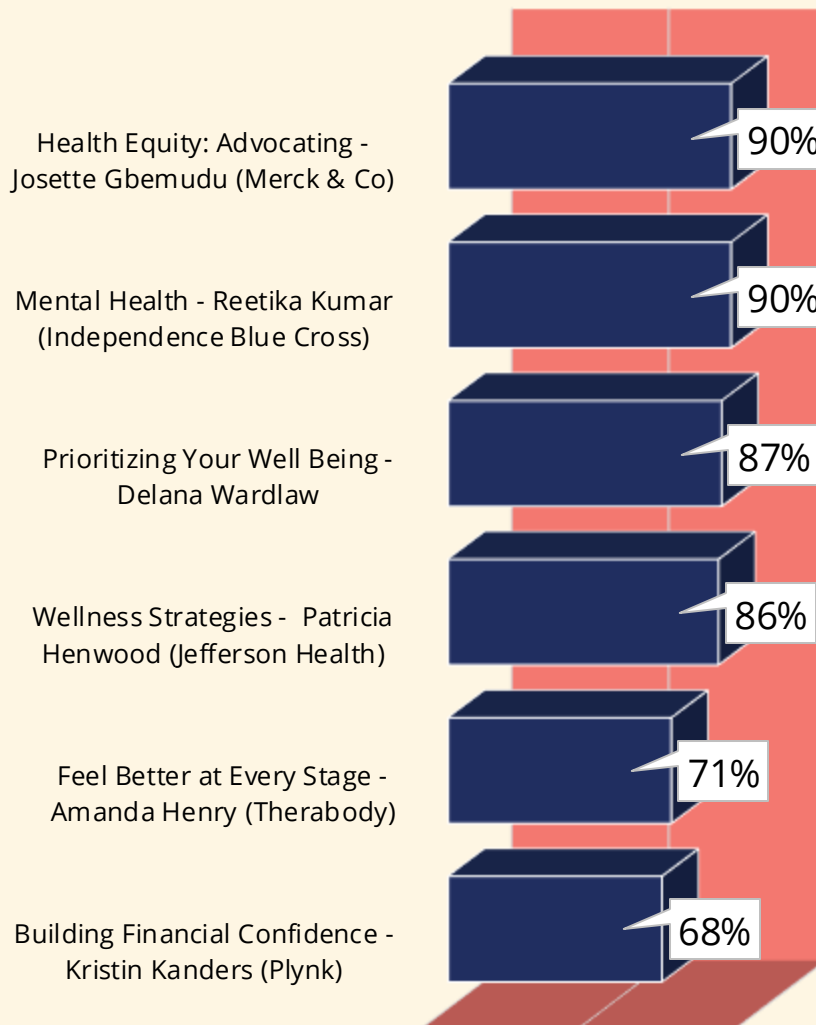
(Great or Excellent by Rating)



# SPEAKERS

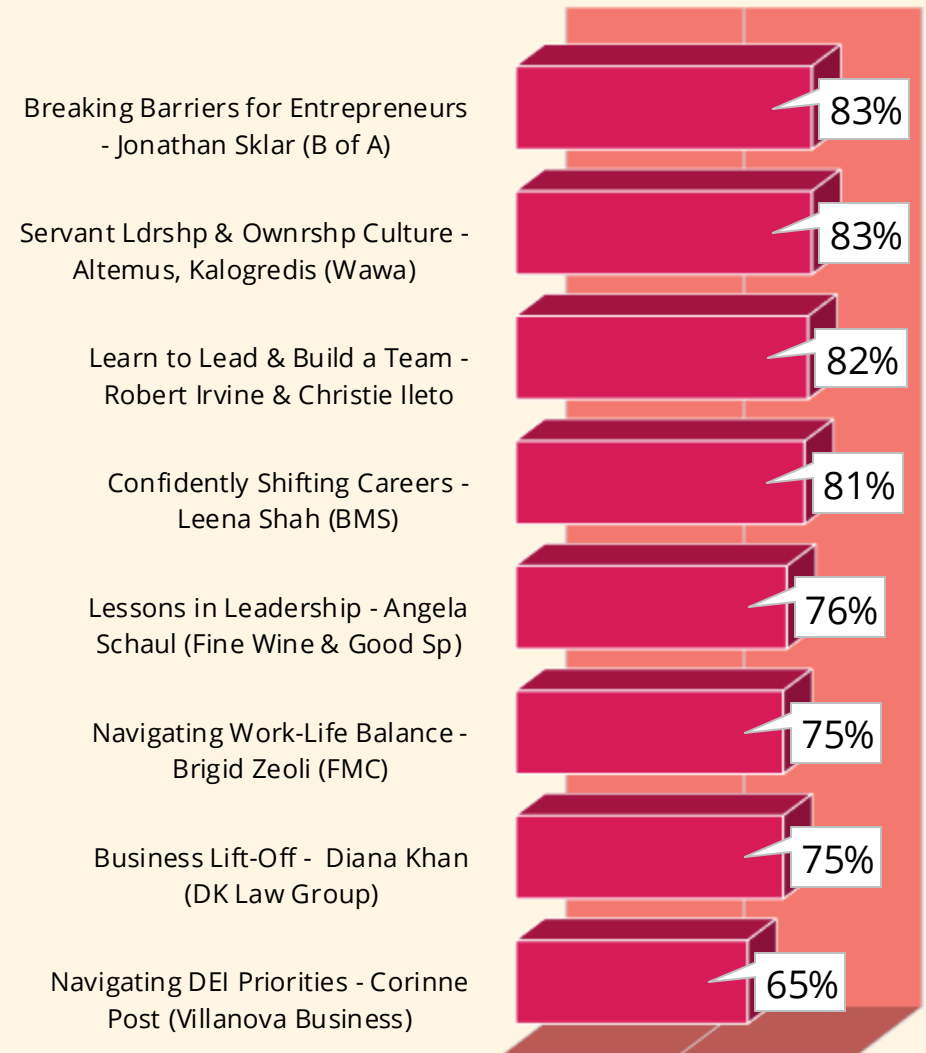
## WELLNESS STAGE

Great or Excellent by Rating



## LEARNING STAGE

Great or Excellent by Rating



# SPEAKERS

## SPEAKER IMPACT & TAKEAWAYS

- “Incredible stories and takeaways for everyone”
- “Sheryl was so wonderful. Her energy and personality really brought up the room's energy.”
- “She (Diana Nyad) is an excellent storyteller and incredibly inspirational”
- “Loved Martha's interview! She was very transparent and hilarious!”
- “Her (Dawn Staley's) journey fighting for equality is inspiring. The fact that she put her team before her own needs shows she is a true leader. ”
- “Her (Robin Arzón) story was inspiring, and her positive energy was contagious!”
- “What a surprisingly different topic for Barbara and such an important topic for this group. Bravo for her vulnerability.”

## TOPICS REQUESTED FOR 2025

- Technology (AI, STEM, and more)
- Financial Empowerment
- Wellness and Self-Care (including mental health)
- Social Justice and Diversity

## TOP SPEAKERS REQUESTED FOR 2025

(Listed in order by most requested)

- |                       |                     |
|-----------------------|---------------------|
| 1. Kamala Harris      | 16. Tina Fey        |
| 2. Michelle Obama     | 17. Hoda Kotb       |
| 3. Brené Brown        | 18. Robin Roberts   |
| 4. Mel Robbins        | 19. Vivan Tu        |
| 5. Simone Biles       | 20. Whoopi Goldberg |
| 6. Oprah Winfrey      | 21. Abby Wambach    |
| 7. Quinta Brunson     | 22. Amy Poehler     |
| 8. Melinda Gates      | 23. AOC             |
| 9. P!NK               | 24. Issa Rae        |
| 10. Serena Williams   | 25. Kylie Kelce     |
| 11. Taylor Swift      | 26. Martha Stewart  |
| 12. Viola Davis       | 27. Sheryl Sandberg |
| 13. Hillary Clinton   |                     |
| 14. Liz Cheney        |                     |
| 15. Reese Witherspoon |                     |



# OVERALL FEEDBACK

## OVERWHELMINGLY POSITIVE PARTICIPANT FEEDBACK

- “The quality of keynote speakers was outstanding and inspirational.”
- “Positive energy from speakers and attendees.”
- “It’s always rejuvenating & energizing.”
- “Well organized and sessions covered most popular current topics.”
- “The Hall was so worthwhile.”
- “It was beautiful to see so many in one place celebrating each other.”
- “EXCELLENT combination of informative, practical content + FUN engagement. Thank you!”
- “Every year you make this experience better!”



## KEY TAKEAWAYS FOR FUTURE CONSIDERATION

- Consider spending some time explaining the fact that this is a non-partisan event. Several attendees expressed their disappointment that the election results were not discussed.
- Some attendees were disappointed with being served a boxed lunch, paired with a longing for more complimentary snacks and refreshment options to help them power through the day.
- Consider options to address capacity and sound improvements for Learning and Wellness Stages given popularity.



# SPONSORS

THANK YOU FOR MAKING THIS EVENT POSSIBLE!

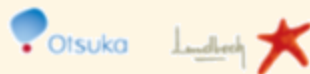
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