



THE MASSACHUSETTS
CONFERENCE
FOR WOMEN

Opening Night

**DEC 11
5-9PM**

**BOSTON CONVENTION
& EXHIBITION CENTER**



RAPID7

TJX



DR. BRENÉ BROWN



ANGIE THOMAS



DANIELLE WEISBERG & CARLY ZAKIN

ALSO FEATURING



**DENA
BLIZZARD**



**SHAYNA
SEYMOUR**

GENERAL INFORMATION

KEYNOTE SEATING seating for the keynotes is first come, first served. Placing belongings on chairs to reserve seats is NOT permitted. We appreciate your cooperation.

We will be simulcasting the keynotes into other areas of the hall, including in the Health & Wellness Pavilion, in the concession area between the escalators, and in the Author Signing area.

REGISTRATION & HELP DESK is located on level 1 in the North Lobby. (At the top of the escalators if you're in the Exhibit Hall)

COAT CHECK is located in the Exhibit Hall, behind the Technology Pavilion, and in the North Lobby.

RESTROOMS are located in the main lobby on level 1, as well as on the north and south ends of the Exhibit Hall.

CONCESSIONS can be found throughout the Exhibit Hall.

WATER STATIONS are available for your use on either side of the Social Hub.

Opening Night

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THIS IS A SNAPSHOT OF WHAT OPENING NIGHT OFFERS YOU:

KEYNOTES including movers & shakers, authors and entrepreneurs who will inspire and entertain you.

BROWSE THE BOOK STORE, sponsored by Liberty Mutual, & **MEET AUTHORS** who are nationally-recognized and available to sign your books after they speak!

SUPPORT 100+ WOMEN-OWNED BUSINESSES as part of our Women-Owned Business Marketplace, sponsored by Wells Fargo. Support a diverse array of female entrepreneurs and check out their innovative and fun products.

WELLNESS MOTIVATION with medical and fitness demos, snacks and beverage tastings, the Target Lifestyle Lounge, and much more in the Health & Wellness Pavilion, sponsored by Boston Scientific.

GET INVOLVED & MAKE A DIFFERENCE at the Community Connection Pavilion, sponsored by Merck KGaA Darmstadt Germany.

NETWORK with colleagues, peers and local leaders within the Social Hub, sponsored by State Street.

FREE 1:1 CAREER CONSULTING & RESUME REVIEWS will offer immediate strategies to better position yourself in today's job market in the Career Pavilion, sponsored by MFS.

IMAGE & PRESENCE BOOSTERS to build your personal brand and perfect your career look – and don't forget to get a new professional headshot offered by MFS, Merck KGaA, Darmstadt Germany and Thermo Fisher.

LIFE BALANCE & INTEGRATION COACHING SESSIONS, brought to you by MFS, provide tools to manage the chaos of daily life. Come to the Health & Wellness Pavilion and learn how less "doing" and more "being" can lead to a healthier and happier you.

YUMMY BITES & FESTIVE DRINKS (available for purchase) as the perfect backdrop to mingle with friends and peers old and new.

AND MUCH MORE!

THE KEYNOTES:

5:30 PM

THE CALL TO COURAGE



DR. BRENE BROWN

We live in a culture that's rife with perfectionism and pleasing, and with the erosion of civility. Although it's easy to stay quiet and hide in our ideological bunkers to "fit in," now more than ever we need to choose courage over comfort, take chances and put an end to the spiritual crisis of disconnection facing us. With her trademark mix of research, storytelling, and honesty, social scientist Brené Brown will offer a clear path to help us show up as our true selves and brave the wilderness of uncertainty and criticism. Attend this inspirational talk to gain the courage to redefine what it means to truly belong in an age of increased polarization.

6:00 PM

LIVE SMARTER: A CONVERSATION ON HOW TO SKIMM YOUR LIFE



DANIELLE WEISBERG & CARLY ZAKIN WITH SHAYNA SEYMOUR

By breaking down the biggest stories and explaining why they matter in a fun, irresistible tone, theSkimm newsletter has attracted seven million subscribers in seven years. Join this session to hear theSkimm co-founders Danielle Weisberg and Carly Zakin share why they left their jobs as NBC producers, took a leap of faith, and started what is now an empire. This fireside chat will deliver theSkimm's trademark mix of real talk, humor, and inspirational messaging to take all of the daunting, cumbersome and frankly unsexy parts of being an adult, and break them down in the same way they break down a complicated news story every morning in our inbox. They'll also take you on a journey through their experiences with entrepreneurship and reveal how their evolving the brand to meet the demands of the future.

6:30 PM

FINDING YOUR ACTIVISM AND TURNING THE POLITICAL INTO THE PERSONAL



ANGIE THOMAS

In this talk, Angie Thomas traces the development of her captivating debut, *The Hate U Give*—and in so doing, speaks to the heart of race, activism, and social change in America today. She explains why young black people need to see themselves in fiction—especially since they are forced to see themselves, traumatically and routinely, as the victims of discrimination, poverty, and police brutality. She argues for writing that can turn the merely political into the deeply personal: a way to

inspire action and speak truth to power. And she makes audiences see, and feel, why empathy is more powerful than sympathy—and when done right, that fiction can help us find our voice, or lend it to others. Ultimately, Angie Thomas is the young, outspoken writer ready to hit three truths home: that life fuels art, art mirrors life, and books can change lives.

Also featuring:



**DENA
BLIZZARD**

Ladies Out Loud



**CAROLYN
FISCHER**

TJX Companies



**CHRISTINA
LUCONI**

Rapid7



**SHAYNA
SEYMOUR**

WCVB'S Chronicle

ADDITIONAL PROGRAM OFFERINGS

SOCIAL HUB
SPONSORED BY



6:30 – 7:30 PM

BUILD IT, BE IT: How to Use LinkedIn to Create a Powerful Personal Brand



Don't miss your chance to attend LINKEDIN PROFILE MAKEOVER WORKSHOPS to perfect your networking skills. Featuring **AMANDA HEALY**, national social media speaker & head of IoT brand marketing at Cisco. @amanda_healy

Facebook Live 1:1 Training



Join television personality **KIM BARNES** and learn the tricks and tools of how to create your own Facebook Live broadcasts. Barnes uses all of her skills as the owner of Barnes Team Media, where they help businesses be seen, heard, and empowered to share their message through media and video to grow their business.

NEW! Women Amplified Podcast Booth

Stop by to check out future episodes being recorded LIVE.

7:15 PM | Unplugged: Reclaiming Balance in a Connected World
WITH Stephanie Humphrey & Celeste Headlee

8:00 PM | Feedback Doesn't Have to Hurt
WITH Tamra Chandler & Celeste Headlee



HEALTH & WELLNESS PAVILION

SPONSORED BY



HEALTH & WELLNESS CLASSES

7:00 – 7:30 PM

FLASH COUNT DIARY



Darcey Steinke, menopause researcher & author,
Flash Count Diary

Menopause hit Darcey Steinke hard. First came hot flashes. Then insomnia. Then depression. As she struggled to express what was happening to her, she came up against a culture of silence. Steinke longed to understand menopause in a more complex, spiritual, and intellectually engaged way, and she ultimately conducted a ton of research to write *Flash Count*

Diary which addresses aspects of menopause that have rarely been written about before. Attend this talk to explore her personal menopause story and learn about her research which will open your mind, change the way you think about menopause and embrace the beauty and power of the post-reproductive years.

7:30 – 8:00 PM

BABECAMP BOOTCAMP: LOSE HATE NOT WEIGHT



Virgie Tovar, author, activist and one of the nation's leading experts and lecturers on fat discrimination and body image. Virgie Tovar put her life on hold for a Very. Long. Time. She was always on a diet. She engaged in starving behavior and obsessive exercising, but no matter what she did she never felt good enough, pretty enough or thin enough. If this sounds familiar, this is the session for you - because everyone deserves to have a harmonious relationship with their body.

Acclaimed body image expert Virgie Tovar will share her personal journey to help you finally break up with diet culture, adopt a healthy lifestyle and embrace a positive body image wherever you are in your journey! Learn how to replace a weight-consumed mentality and re-center yourself with self-care and self-love, which are the touchstones of our native relationship to our body.

LIFE BALANCE & INTEGRATION COACHING

BROUGHT TO YOU BY



5:00 – 8:00 PM

Private 1:1 Sessions to Help You Make a Life, Not Just a Living!

Take advantage of a private 1:1 Life Balance & Integration Coaching Session with an ICF certified life coach and learn how to do less “doing” and more “being!” This not about theory – participants will address their specific and unique life situation, to create a customized action plan for making choices that matter to you, right now! Using valuable tools and exercises, you will leave armed with actionable takeaways to implement a life integration plan that addresses how to:

- Prioritize and integrate what matters most to you (and sort through the clutter in your brain);
- Make choices that matter today and accept trade-offs;
- Create relaxation and restoration practices;
- Build in sustainability strategies; and much more!

****Sessions are 30 minutes and are first come first served – advance sign up is NOT required.***

CAREER PAVILION

SPONSORED BY



1:1 CAREER CONSULTING

5:00 – 8:00 PM

COACHES CORNER

Led by coaches from the *International Coach Federation (ICF) Boston Chapter*

The Coaches Corner is the place where Conference attendees receive one-on-one “laser coaching” with a professional certified coach from the International Coach Federation (ICF)–New England Charter Chapter. This is a valuable opportunity to take what you learn at the Conference and translate it into action to take your career to the next level. ICF credentialed coaches will support your goals to advance your career and help you plan your next step by exploring topics relevant to your situation, which may include:

- Clarifying your professional goals;
- Prioritizing and balancing your life;
- Navigating career transitions;
- Negotiating a raise;
- Asking for that promotion;
- Launching a new career or job search;
- Seeking and attaining board positions;
- And much more!



RESUME REVIEW SESSIONS

HR and career service experts will be providing free resume critiques. Don't miss this opportunity to have a seasoned pro give your resume a checkup and help you market yourself better in the ever-changing job market!

***Coaching and Resume Reviews will be offered continuously throughout the night.
No advance sign up required.***

BOOKSTORE

SPONSORED BY



AUTHOR SIGNINGS AND MEET & GREETs



7:00 PM

ANGIE THOMAS

***ALSO FEATURING SIGNINGS AND PRIVATE Q&A
WITH HEALTH & WELLNESS CLASSROOM SPEAKERS***



7:30 PM

DARCEY STEINKE



8:00 PM

VIRGIE TOVAR

BOOKSTORE BROUGHT TO YOU BY:



EXPO HALL HIGHLIGHTS & EXHIBITOR LISTING

CAREER PAVILION sponsored by **MFS** offering tools to address your most pressing career questions and challenges. In addition to the Career Coaching and Resume Reviews, be sure to take advantage of image consulting and a FREE headshot, which is great for your LinkedIn profile!

COMMUNITY CONNECTION PAVILION sponsored by **Merck KGaA Darmstadt Germany** offers a chance to get involved and make a difference in the lives of others. Stop by and experience the Curiosity Cube which offers hands on science experiments and support Girls, Inc of Lynn and Boston, Girlstart, and Massachusetts Biotechnology Education Foundation. Be sure to **visit the donation drive hosted by Cradles to Crayons** and brought to you by MFS.

EDUCATION PAVILION featuring the Conference book store and author signing area, **sponsored by Liberty Mutual**. In addition to tonight's signings, this is a great chance to update your home library with current titles from the nation's leading authors who are all a part of the Conference line-up of speakers this year!

HEALTH & WELLNESS PAVILION sponsored by **Boston Scientific** is a space dedicated to your health and well-being, focused specifically around the issues that matter most to women. Visit cutting-edge exhibitors who are here to share invaluable information, medical and fitness demos, delicious healthy food and beverage sampling, and much more.

SOCIAL HUB sponsored by **State Street** is the perfect spot to connect and chat with friends, colleagues and new contacts, or to simply recharge. In addition to being home to the **LinkedIn Profile Workshop and Facebook Live training**, the hub offers the chance for you to **charge your mobile devices** at one of the many available charging stations and relax in the **comfortable lounge**.

TARGET LIFESTYLE LOUNGE featuring a peaceful relaxation space, the chance to recharge yourself and your devices, and enjoy free snack samples.

WOMEN-OWNED BUSINESS MARKETPLACE sponsored by **Wells Fargo** features a unique shopping experience by hosting 100+ women-owned businesses, entrepreneurs and vendors offering a great assortment of innovative and fun products. The Massachusetts Conference for Women is dedicated to women supporting women and we hope you will visit the Marketplace and join our effort!

EXHIBITORS

CAREER

AMAG Pharmaceuticals	917
BAE Systems.....	811
Bristol-Myers Squibb.....	1016
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Dayla Arabella Inc.	810
Executive Career Success	809
Hologic, Inc.	1014
Innovation Women	1008
International Coach Federation - New England	1010
Merck & Company Inc.....	815
MFS Investment Management.....	820
National Grid	814
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AprilMarin & Co. Inc	725
Beeline, LLC	710
Blue Monarch LLC	311
Careste	722
Castaways Vintage	505
Cavedoni Balsamic Vinegar/Putney House Trading, Inc.	409
Charged Glassworks - Boston Handmade	701
Charleston Shoe Co.	616
ChocolatesU, LLC	510
Color Street	604
Couture Planet	307
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FOR PUTTING HUMANS AT THE CENTER OF HEALTHCARE



MASSACHUSETTS

Blue Cross Blue Shield of Massachusetts is proud to
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ALL-NEW PODCAST FROM
THE CONFERENCES FOR WOMEN

WOMEN AMPLIFIED

HOSTED BY CELESTE HEADLEE,
AWARD-WINNING JOURNALIST/AUTHOR



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