

A NEWCOMER'S GUIDE TO THE

# MASSACHUSETTS CONFERENCE FOR WOMEN



THE MASSACHUSETTS  
CONFERENCE  
FOR WOMEN



# **IT'S A BIG CONFERENCE AND A FULL DAY**

To help you make the most of it, here are some tips  
& tricks from our team—and from past attendees.

# Get our emails!

The best way to get important conference updates is via email.

Make sure the main registrant for your group (it might be you!) has added your email to the registration account.

+ Add to your contacts:

[registration@maconferenceforwomen.org](mailto:registration@maconferenceforwomen.org)

[newsletter@maconferenceforwomen.org](mailto:newsletter@maconferenceforwomen.org)



# Download the App

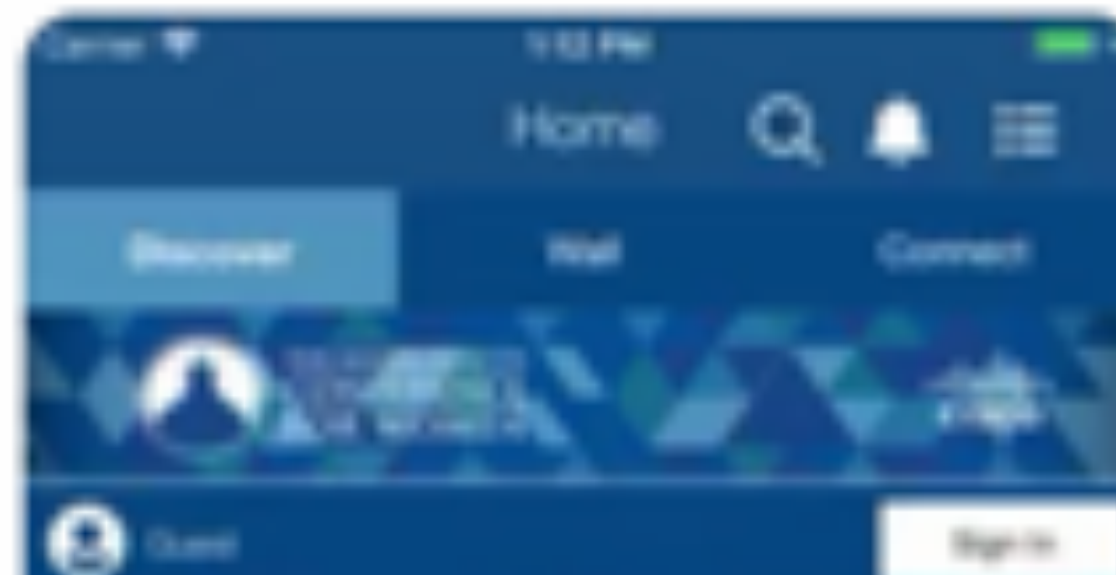
The next best way for you to get conference info is to search “MassWomen” in your app store and download the official conference app.



**MassWomen**

Massachusetts Conference...

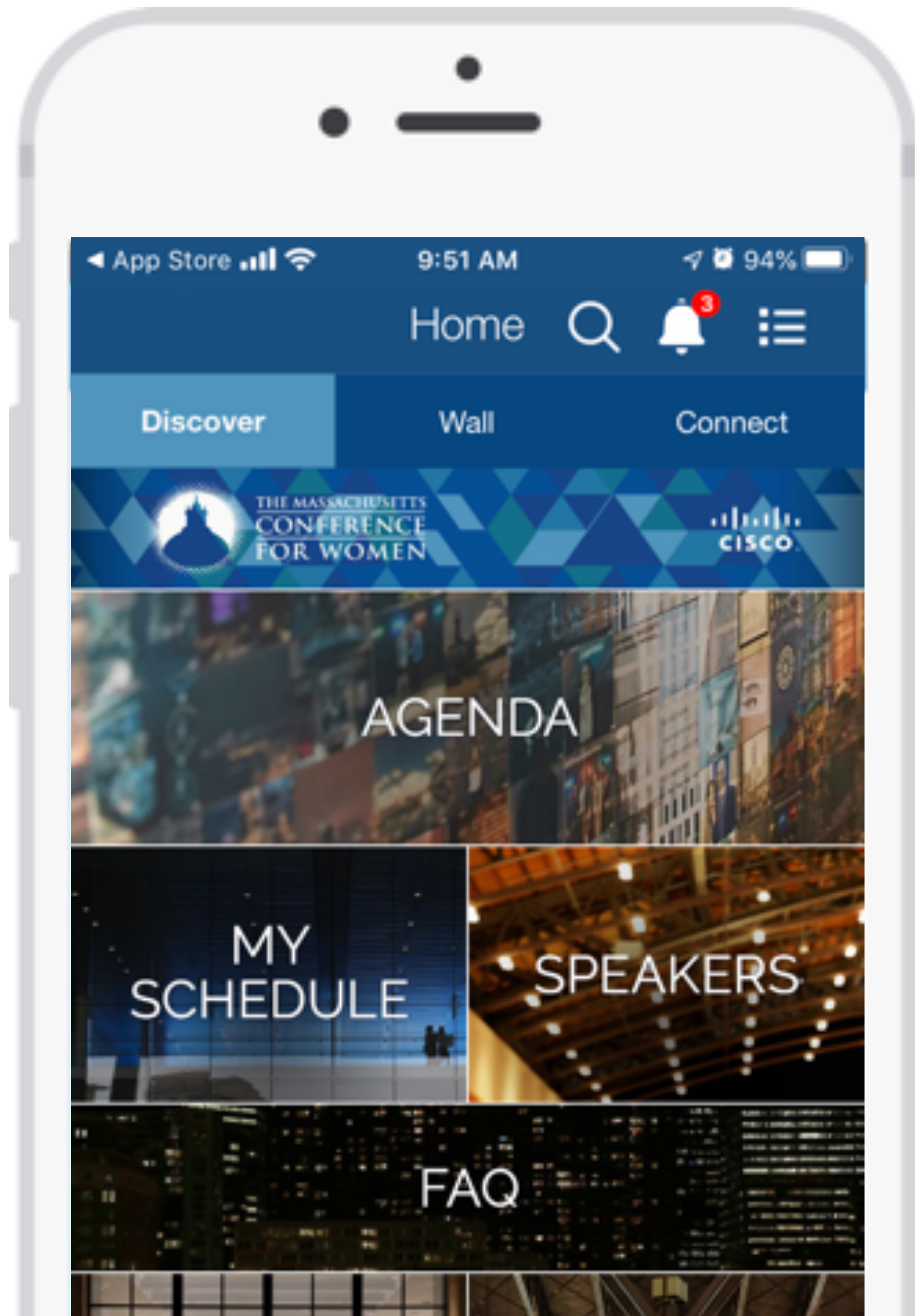
**OPEN**





# Now Available on All Platforms

Browse the day's programming,  
save your own personal agenda,  
receive real-time alerts, and  
connect with fellow attendees!



# Plan your trip in advance!



(Trust us on this.)

# Is it worth the drive?

Traffic & parking can be tricky on  
conference day.

Your best bet is **public transit**, followed  
by **carpooling** or a **ride share service**.

Be prepared for **traffic** and delays.



# If you do drive...

Study our parking guide at  
**[maconferenceforwomen.org/travel](https://maconferenceforwomen.org/travel)**

- + **Make a plan B** (in case you find your chosen parking lot full).
- + **Reserve a parking spot** in advance at [spothero.com](https://spothero.com)
  - + Code **MAWOMEN19** for 10% off!



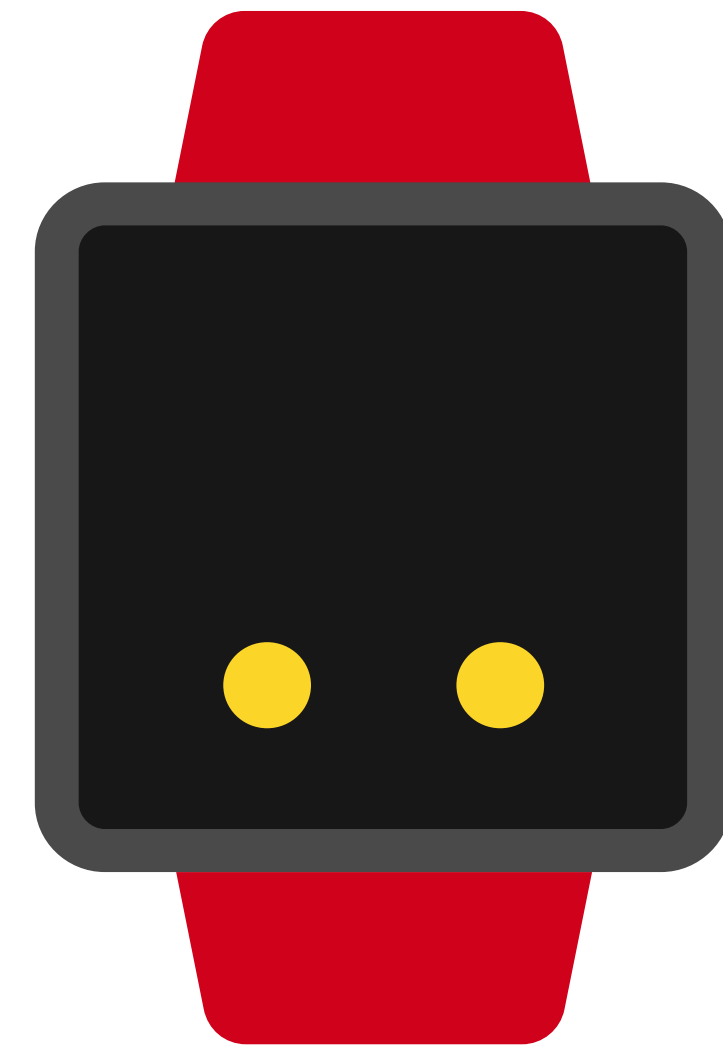


**ON CONFERENCE DAY**

# Come Early!

...and **pack light**, so you can zoom through security and start enjoying the Exhibit Hall, which opens at **7:00 am**, followed by the Opening Keynote Session at **8:15 am**.

You can **arrive as early as 6:30 am** to avoid any lines.



# When You Enter the Convention Center

Skip the registration desk - just grab a **badge holder** and **goodie bag** in the North Lobby and go!

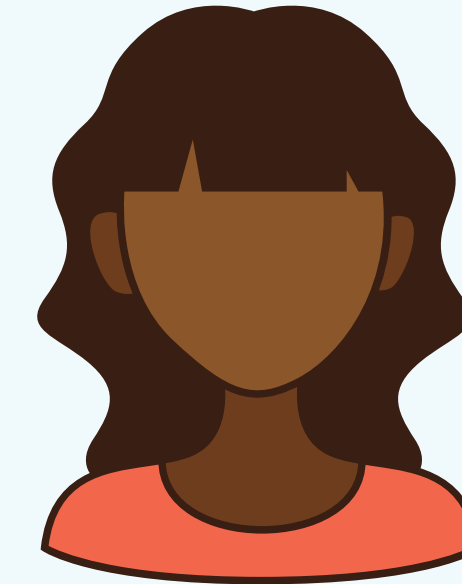


# What to wear?

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Most attendees opt for *business casual*, but it's really up to you. **You'll be doing a *lot* of walking**, so wear comfortable shoes.

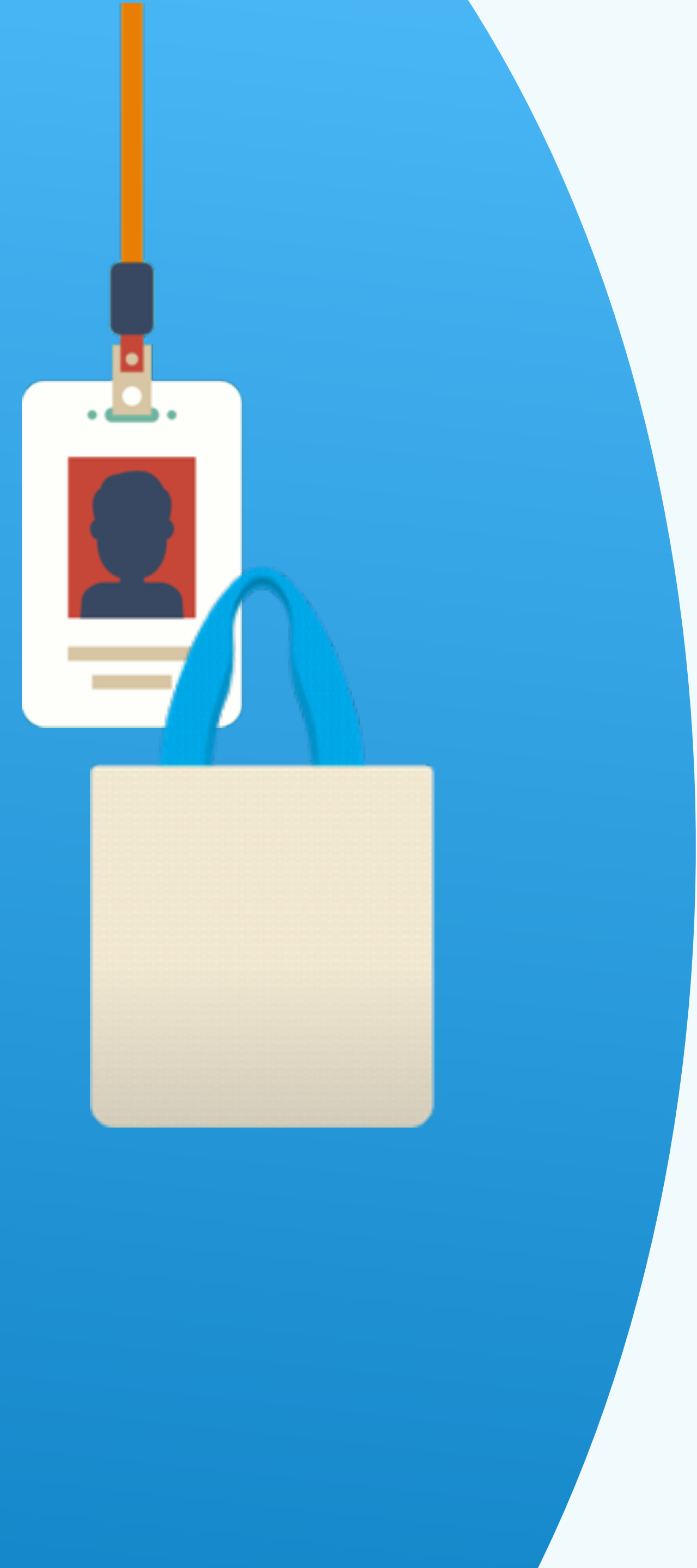


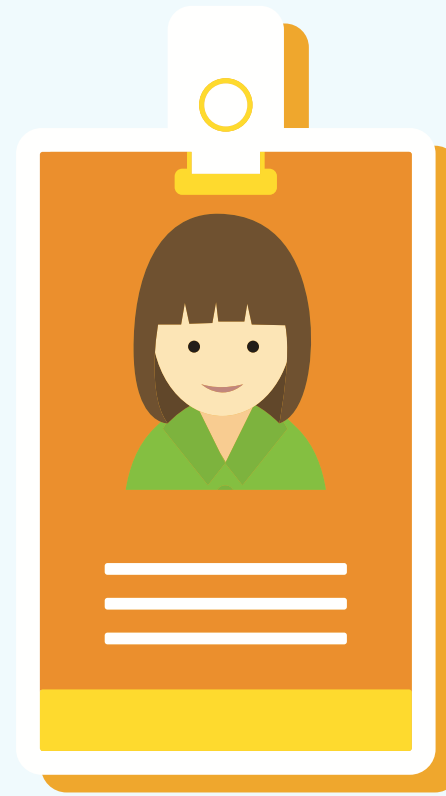
Keep in mind you may also want to take advantage of free **photo/headshot opportunities** in the Exhibit Hall.



# What to bring

- Don't forget to **print & cut out your badge!**
- A **credit card** for the bookstore, **business cards** for networking, and **donations** for the Cradles to Crayons winter gear drive.
- We'll provide a **tote bag** for anything you pick up during the day, and two cash-only **coat checks** are available.





# Badge?

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Your name badge is your ticket to the Conference, and you'll need to print it and cut it out ***before you arrive.***

Check your confirmation email for instructions.



# Badge?

**If you're coming as a guest** of someone else, ask them to email you your badge for printing.

**If you're the main registrant** for a group of people, log in to registration to email attendees their badges.





**NOW FOR THE FUN STUFF**

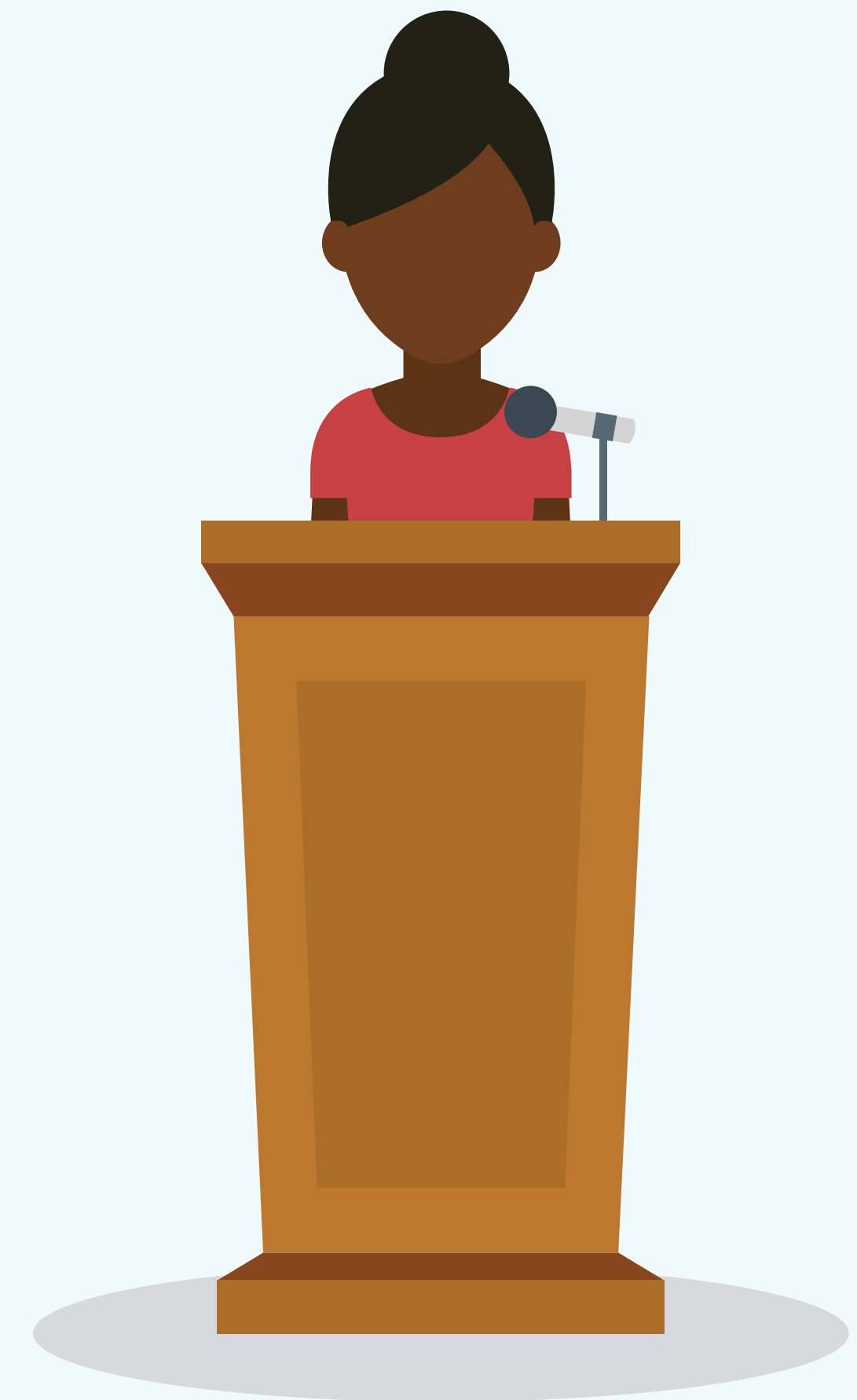
# Morning Keynote

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**8:15-9:30am**

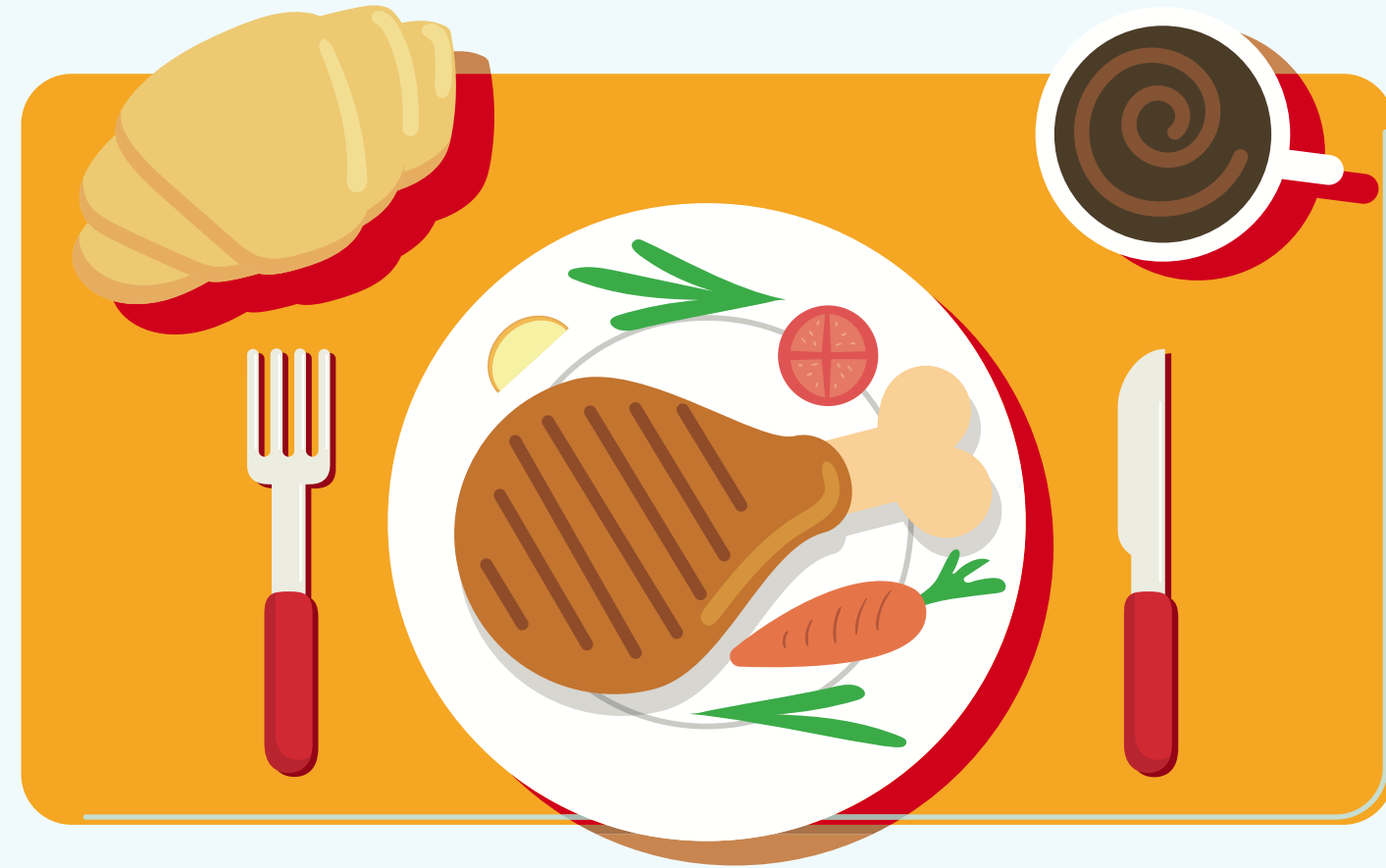
This session is open seating—sit wherever there is an open seat!

All seats allow a view of the stage, but come early to get the best view.



# Keynote Luncheon

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The keynote luncheon is from **12:50-2:30pm** and this is ASSIGNED seating. **Your table assignment will be on your printed badge.**

We're pretty (okay, *really*) strict about sitting in your assigned seat, so please locate your table early (there's a map in the printed program.)

# We Offer Two Menu Options:

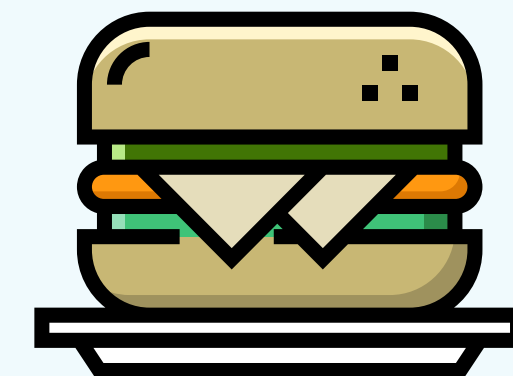
## Standard

*Think: Chicken.*  
And the possibility  
of dairy.



## “Special”

Meets *vegan,*  
*vegetarian* and  
*gluten-free*  
requirements.





# If you need a special meal

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The deadline for special meal requests has passed, but we will try our best to accommodate requests while supplies last.

**Request a special meal** by logging in to your registration account and selecting “Special Meals.”

We cannot accommodate on-site requests.  
(Sorry!)



# PRO TIP:

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**The afternoon keynote speakers start at 12:50 pm, but doors open at 12:30—if you're starving by then, don't be shy!**

Find speaker lineups for both sessions on our online agenda, the app, or your printed program.

# Breakout Sessions

There are three breakout sessions with a variety of workshops to choose from in each session.

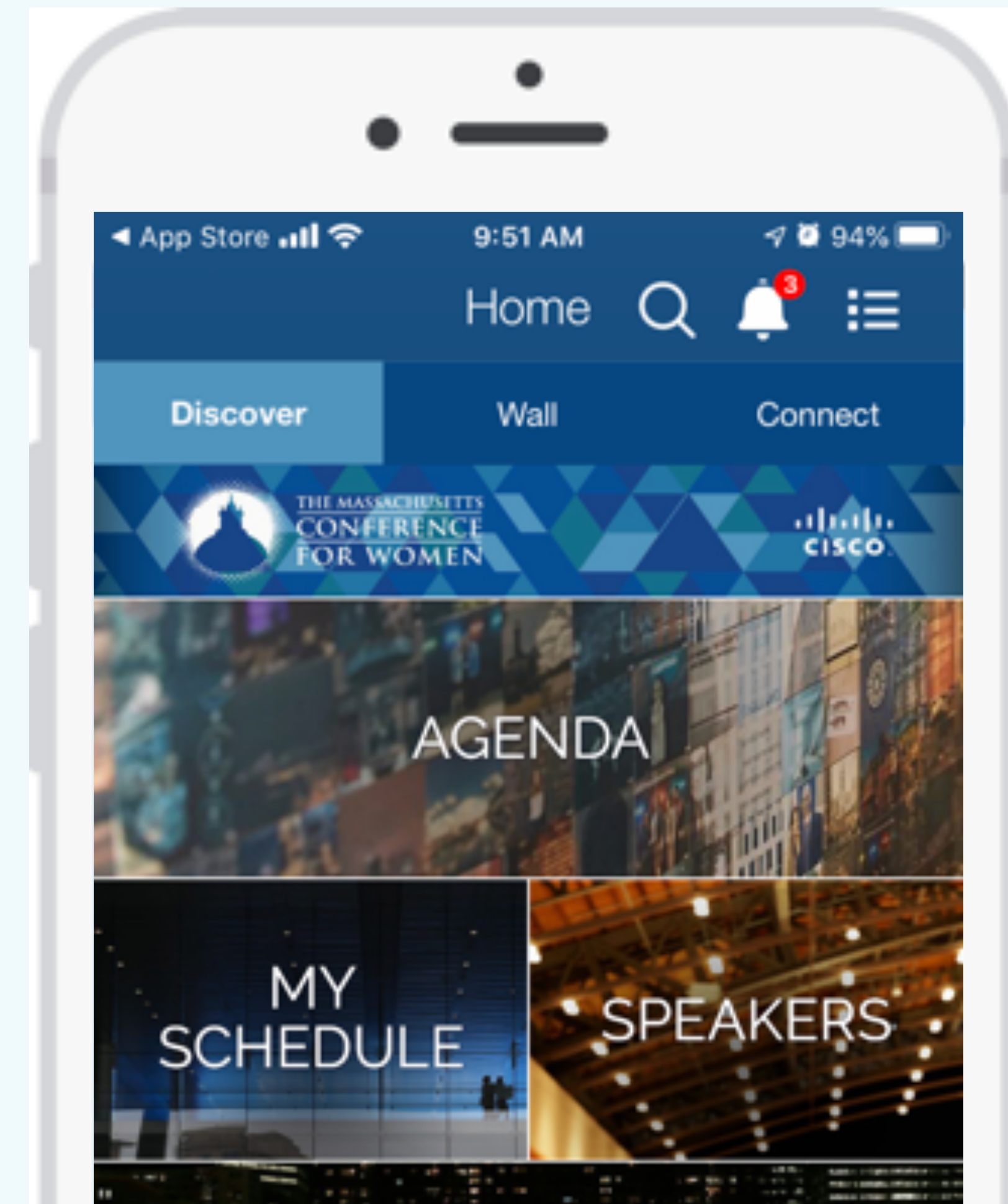


- **Session I:** 10:00-11:00 am
- **Session II:** 11:30 am-12:30 pm
- **Session III:** 3:00-4:00 pm

# Plan Ahead

**Seating in breakouts is first-come, first-served**, so decide which sessions (& back-up sessions) you really want to attend.

**To create your own personal agenda for the day, download the conference app.**





# Exhibit Hall

Here you'll find all of our **pavilions**, plus the **bookstore** and **author signings**. Try to build in an hour to explore the Hall.

**The Hall is most crowded between breakout sessions.**

**Consider visiting before the morning keynote**, when the Hall is quiet and exhibitors have loads of product on hand.

# **Don't miss**

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**Résumé Review & Coaches Corner**

**Life Balance & Integration Coaching**

**Afternoon Roundtables**

**Health & Wellness Classroom**

**LinkedIn & Facebook Live Workshops**

**Speaker Book Signings**

**End of Day Wine Tasting**



# Meet New People!

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One of the most powerful parts of the conference experience is sharing one space with 12,000 other women.

To make the most of this unusual networking opportunity...

# Step Outside Your Comfort Zone

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**Sit with someone  
new at the  
opening session.**

Before the session starts,  
do your own speed  
networking with the table.

(Bring business cards!)

**Join the afternoon  
wine tasting  
reception.**

Introduce yourself to  
someone new.



**Take full  
advantage of  
the app.**

Explore the Wall and  
Connect tabs to join the  
conversation & make the  
connections you need.

# Need More Help?

- **Before the Conference:** Search the FAQ on our website or tap the “Wall” tab in the app to ask your question & get an answer.
- **During the Conference:** The app will provide you with real-time alerts and maps. Or look for a friendly volunteer wearing black & white.
- **After the Conference:** Follow us on social media to stay in touch and learn about between-conference happenings.

# Follow Us



**@MassWomen**

**#MassWomen**



# Some Tips From Conference Vets

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“Download the Conference app on your phone so you can take notes for each session using the app.”

**“Plan your day. Know where and when for each panel, speaker, roundtable, etc. you want to attend—and have a back-up.”**

“Take public transportation! Driving in and parking can be difficult.”

**“Meet at least one new person.”**



# Some Tips From Conference Vets

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**“Talk to your colleagues and select different sessions to attend. Then share notes!”**

“Business cards are a must. Even if you are not currently employed, get some simple contact cards made.”

**“Take advantage of the afternoon roundtables. People are there to help, so take advantage of the opportunity!”**



# Some Tips From Conference Vets

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“Bring your printed résumé or put it on your phone. I would definitely recommend the coaching sessions.”

**“Wear flats; dress comfortably; bring a credit card to purchase books for the book signings!”**

“Go the night before. It’s so worth it!”



**SEE YOU  
AT THE  
CONFERENCE!**



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