THE MASSACHUSETTS CONFERENCE FOR WOMEN

A NEWCOMER'S GUIDE TO THE

MASSACHUSETTS CONFERENCE



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
 - newsletter@maconferenceforwomen.org



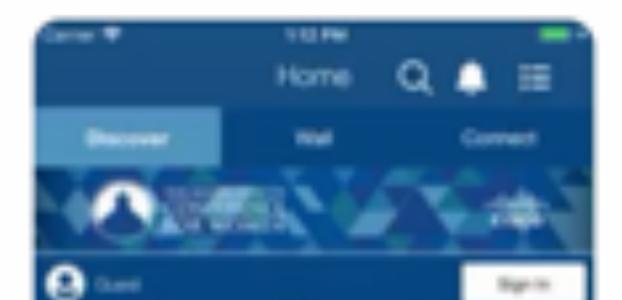


Download the App The next best way for you to get conference info is to search "MassWomen" in your app store and download the official conference app.

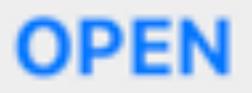


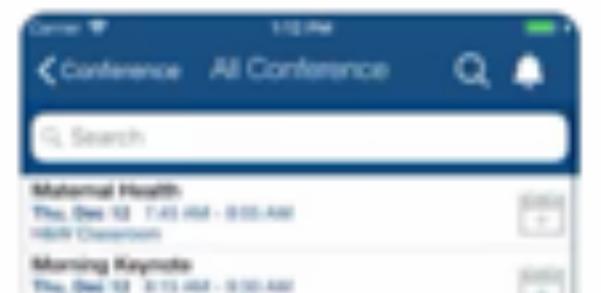
MassWomen

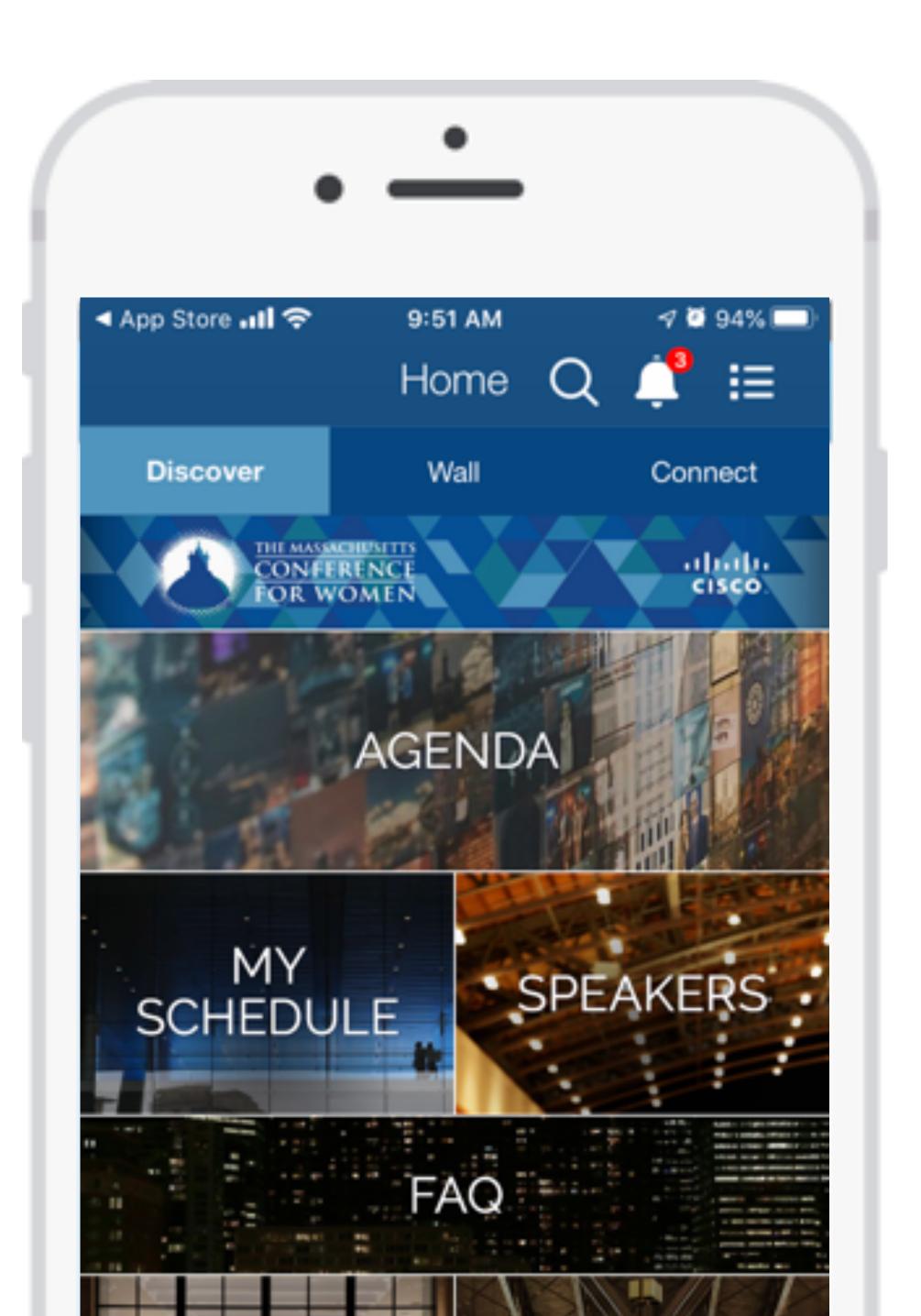




Massachusetts Conference...







Now Available on All Platforms

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

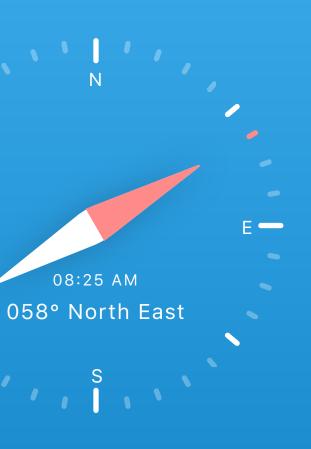






Plan your trip in advance!

— W



(Trust us on this.)

S 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.

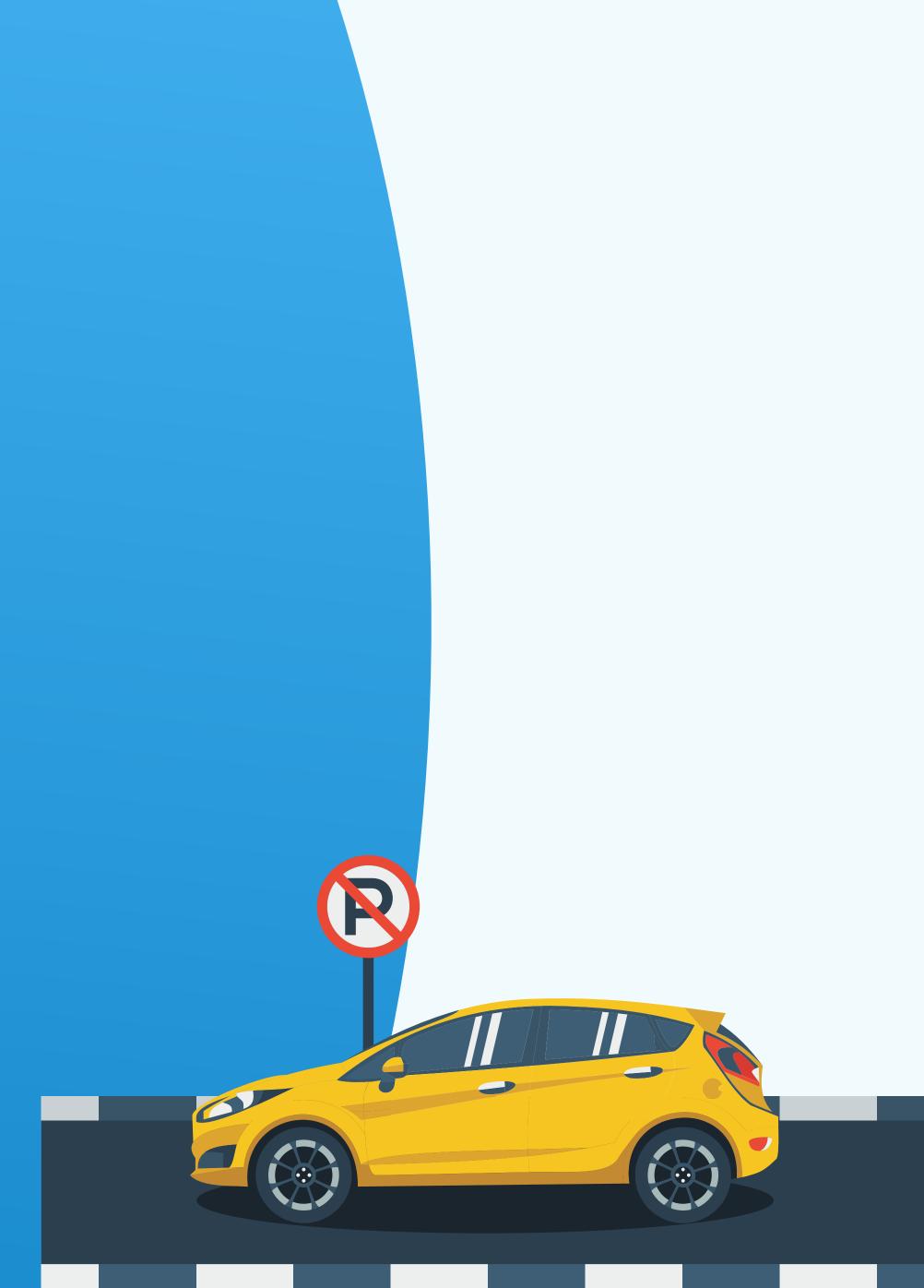


fyou do drive...

Study our parking guide at 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 + Code MAWOMEN19 for 10% off!





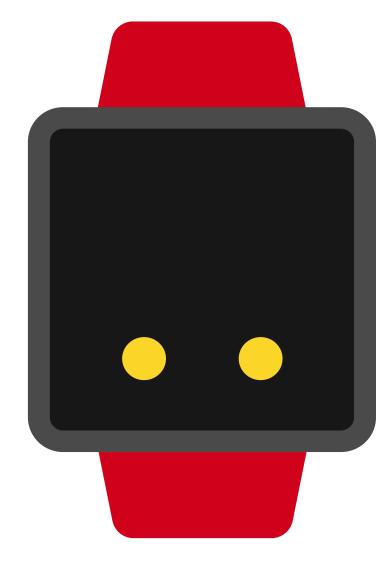
ON CONFERENCE DAY



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!





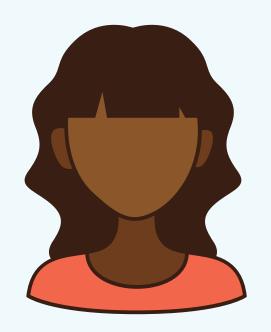






Most attendees opt for business casual, but it's really up to you. You'll be doing a lot of walking, so wear comfortable shoes.





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



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.

What to bring

Don't forget to print & cut out your badge!

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.





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





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

Print Jour Resume

It's also a good idea to have a printed copy of your résumé to bring to career coaching or résumé review sessions, or to hand off to recruiters and new contacts during the day.



Austin, Texas 🛛 🛇 hello@johndoe.com 🖂 johndoe.com 🔲

BIOGRAPHY

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PROFESSIONAL SKILLS

Ó	Design Tools	
	Adobe Photoshop	•••••
	Adobe Illustrator	•••••••
	Adobe InDesign	•••••
	Sketch	•••••
	Sketchbook Pro	•••••
	Principle	•••••
	Blender	•••••
	Invision / Marvel	•••••
	Balsamiq	••••••
	Keynote	•••••
0	Design Skills	
	Sketching	UI/UX Design
	Grid & Layout	Interaction Design

Grid & Layou Color Theory Typography Graphic Desigr

LANGUAGES



Wireframes

Usability

Rapid Prototyping

HOBBIES & INTERESTS



EXPERIENCE

- O From January 2016 USER EXPERIENCE DESIGNER Uber, San Francisco
- From May 2014 to January 2016 VISUAL DESIGNER Microsoft, Redmond
- O From December 2013 to May 2014 DESIGN INTERN Google, Mountain View

EDUCATION

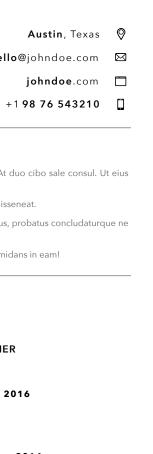
- O From July 2011 to April 2013 MSD in Interaction Design Arizona State University, Arizona, United States
- O From August 2007 to April 2011 B.S. in Graphic Design University of Drexel, Drexel, United States
- From April 1998 to March 2007 0 **Elementary & Secondary Education** Whitney High School California, United States

RECOGNITIONS

O March 2016

1st Position | Texas Design Contest Texas Tech University | Lubbock

- December 2015
- 2nd Position | National Doodle Contest Texas & AM University | Dallas



NOW FOR THE FUN STUFF

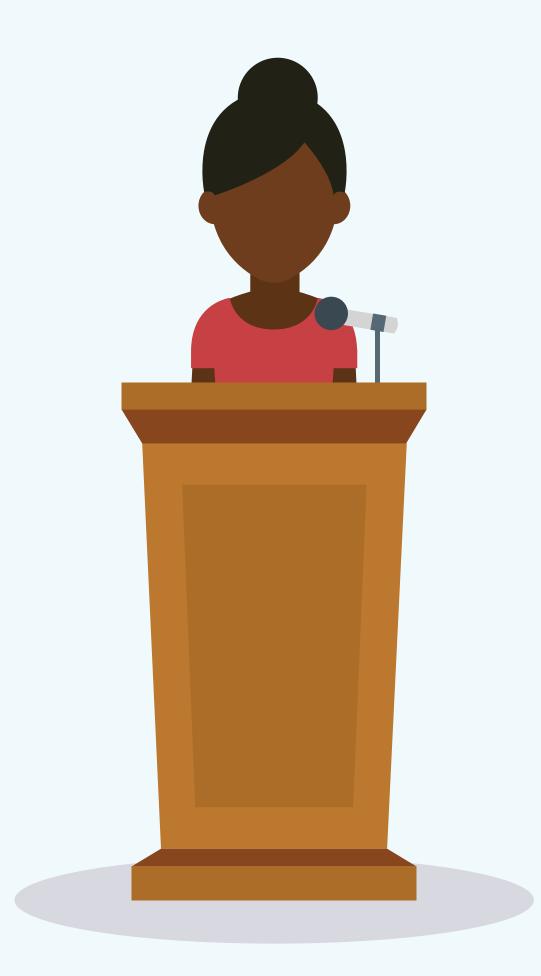
Morning Keynote

8:15-9:30am

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

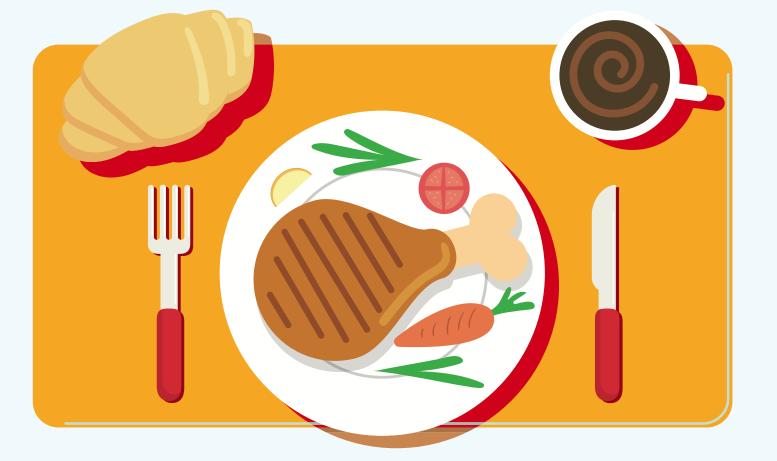
All seats allow a view of the stage, but come early to get the best view.











Keynote Luncheon

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.)





Standard

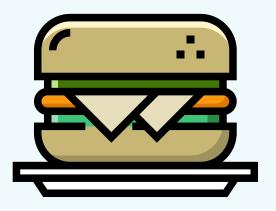
Think: Chicken. And the possibility of dairy.



We Offer Two Menu Options:

"Special"

Meets vegan, vegetarian and gluten-free requirements.





If you need a special meal

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!)



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

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!



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

Seating in breakouts is first-come, firstserved, so decide which sessions (& backup sessions) you really want to attend.

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

Plan Anead

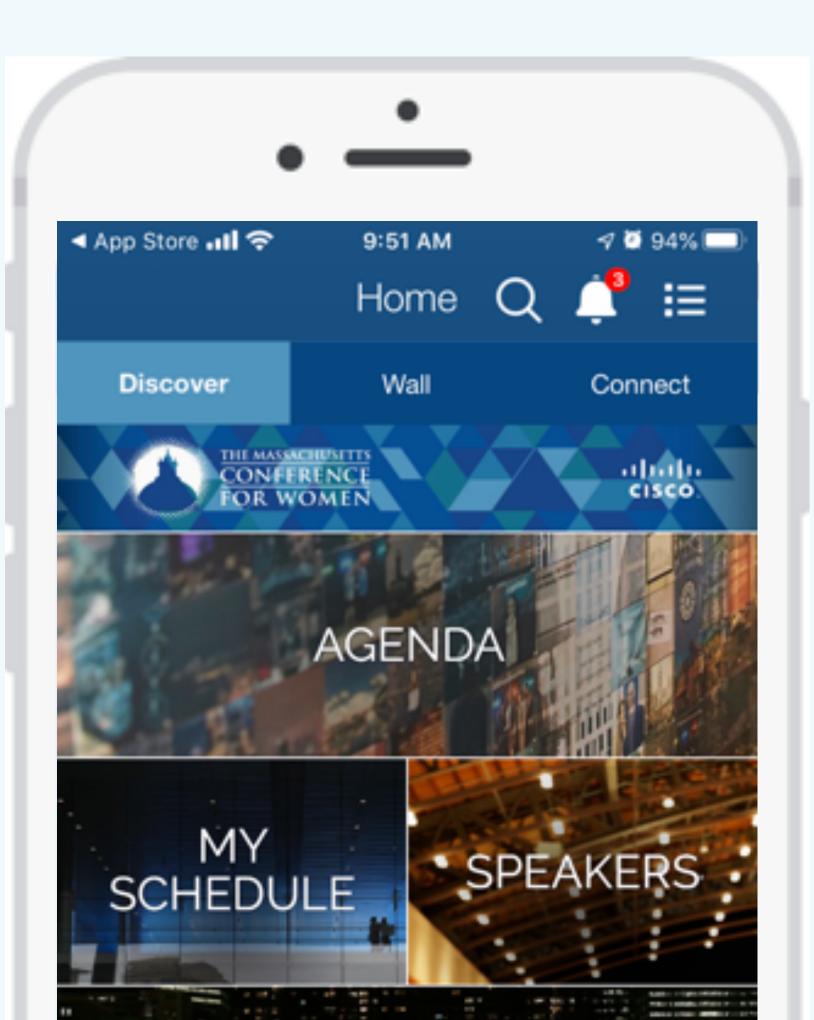


Exhibit Hall

- 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

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!

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

Sit with someone new at the opening session.

Join the afternoon wine tasting reception.

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

(Bring business cards!)

Take full advantage of the app.

Introduce yourself to someone new.

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



happenings.

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











anasswomen



#MassWomen

Some Tips From Conference Vets

"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

"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

"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 VOU CONFERENCE



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