



Best Practices to Prepare Your Guests

FOR THE 2021 VIRTUAL MASSACHUSETTS CONFERENCE FOR WOMEN EXPERIENCE

PRE-CONFERENCE

1. Prepare Your Technology

- Connect with your IT department to ensure registration@maconferenceforwomen.org and newsletter@maconferenceforwomen.org email addresses are added as approved senders, so all attendees will receive pre-Conference communications.
- Confirm that attendees will be able to access and complete the post Conference survey on Survey Monkey linked [here](#) (survey will be live from Conference Day through 12/17/21) as their input is valued and will influence programming for future Conferences.
- Set up an attendee-specific internal group chat channel, so your guests can interact with one another throughout the day. Some companies have chosen to use existing ERG channels for this purpose.

2. Plan Your Social Media

- Talk with your internal social media team about posting your support for the Conference. All related socials are:
 - Instagram:** [@MassWomen](#)
 - Twitter:** [@MassWomen](#)
 - Facebook:** [/MAConferenceForWomen](#)
 - LinkedIn:** [Conferences for Women Page](#), [Massachusetts Conference for Women Page](#)
 - Hashtag:** #MassWomen
- Identify social media ambassadors for your organization.
 - Coordinate with your social media team to allow a few attendees to post about your Conference involvement and employee experiences on your corporate social handles.
 - Encourage employees to apply to be an official Massachusetts Conference for Women social media ambassador. This is a new program that will allow members to engage with the Conference community on a deeper level year-round.

Note: Social media ambassadors will be provided with special Massachusetts Conference for Women content to share on their own social media platforms and be recognized on Conferences for Women platforms.

3. Prepare Your Guests

- Send a calendar invitation to attendees so they block their schedules for Conference Day 12/2/21 from 8 AM-5PM EST; be sure to include a pop-up reminder 1-2 days prior to the event. Include the following details:
 - Link [here](#) to the **MA CFW Attendee Info Hub** which contains valuable attendee prep information like the current Conference Agenda and attendee Networking Guide.
 - Remind guests to login to the platform before the Conference begins to test their connection, watch the short Conference navigation video (it will pop up the first time

an attendee enters the virtual Conference platform), and complete their profiles to allow for ease in networking (providing details will enrich and strengthen potential connections with other attendees).

- Remind your guests that their login email is CASE SENSITIVE and will need to be entered exactly as registered. If they have any problems, they should email registration@maconferenceforwomen.org for assistance.
- Share the following socials with your guests so they can share their Conference experience and amplify your organizations' involvement in the event.

Instagram: [@MassWomen](https://www.instagram.com/MassWomen)

Twitter: [@MassWomen](https://twitter.com/MassWomen)

Facebook: [/MAConferenceForWomen](https://www.facebook.com/MAConferenceForWomen)

LinkedIn: [Conferences for Women Page](#), [Massachusetts Conference for Women Page](#)

Hashtag: #MassWomen

- Consider hosting a 30-minute "Conference Prep" video chat session 1-2 days prior to the event to engage and excite your attendees. Some ideas for this session include:
 - Ask an Executive to start the session by reminding everyone why your company supports the Conference.
 - Encourage a past attendee to share their experience and discuss ways they have incorporated learnings into their own career.
 - Tell guests about the resources available within the virtual Conference venue that will help support their experience (e.g., navigation video, help desk, attendee registration bag, virtual exhibit hall, networking lounge).
 - Remind employees to interact inside the public chats available to all attendees in each session or via your internal group chat channel.
 - Share [this short video](#) and [tip sheet](#) from Cate Luzio about how to network virtually.

4. Engage Your PR Team

- Work with your PR team to:
 - Promote your company's involvement as a sponsor of the Conference (Conference website: <https://www.maconferenceforwomen.org/about/>).
 - Highlight your Executives who have a Conference Day speaking role - the complete list of speakers can be found here <https://www.maconferenceforwomen.org/speakers/>.
 - Share information about your current job openings and your participation in the MA Conference for Women Virtual Career Fair taking place on December 1, 2021. Details and registration information can be found on the website <https://www.maconferenceforwomen.org/careerfair/>.

CONFERENCE DAY

1. Host a Welcome "Morning Coffee" Session on Conference Day Before the Event Begins

- Ask a company Executive to say a few words explaining why your company is involved in the Conference and thanking guests for participating.
- Highlight any sessions where your Executives are speaking and/or that align with corporate initiatives.
- Encourage guests to visit your booth in the virtual Exhibit Hall.
- Remind participants about your internal chat channels to share experiences with colleagues throughout the day.

2. Engage Guests in Fun and Creative Ways

- Use your chat channels to get attendees talking – the virtual platform makes this easy!
 - Post quotes and questions in your internal chat.

- Encourage wearing of corporate gear.
- Share pictures of your Conference Day set-up or a homemade meal.
- Pair up employees with colleagues or mentees / interns to share in the development experience.
- Invite one of your philanthropic partners to attend with your guests.
- If you have guests participating from a company office location, consider setting up Conference rooms with grab and go food items, MA CFW stickers for water bottles, and printed agendas that participants can take back to their desks. *Note: If you have interest in viewing keynote sessions via a large video format, please contact your Activation Director to request information.*

POST EVENT

1. Leverage Year-Round MA Conference for Women Resources

- <https://www.maconferenceforwomen.org/> includes links to the following:
 - [Women Amplified](#), a Conference for Women podcast hosted by Celeste Headlee, airs new episodes 3x per month that cover topics around leadership, career advancement, self-care, transitions, and other relevant issues facing women today.
 - [Justice Equity & Inclusion Learning Series](#) takes place quarterly and addresses important issues such as allyship, racism, compassion, equity, and more.
 - [Conference in Your Inbox](#) is a monthly inspirational and information Conference for Women newsletter; sign up at <https://www.maconferenceforwomen.org//>.
 - [Best Breakouts](#) is an audio series that offers timeless insights from the Conferences for Women archives to help you advance at work and in life.
 - [Resource Center for Advancing Justice, Equity, and Inclusion](#) is curated to highlight some of the many individuals and organizations working today to advance justice, equity, and inclusion and help us learn and take action together.
 - [Career Hub](#) is curated for professional women seeking tools, advice and inspiration to boost your career.

2. Send a Post-Event Email to Attendees

- Thank participants for being a part of the experience and continuing the inspiration.
- Spotlight favorite sessions from the day or quotes from your chats with a reminder that they can continue the learning in the virtual venue during the on-demand period.
- Remind employees to take the post event survey sent by the Conference. We take attendee feedback seriously and utilize their suggestions for future events.
- Assign employees to send either electronic or physical postcards to a colleague (or mentee/ intern) to share what impacted them most about the experience.

3. Host a Virtual Social Hour and Debrief Session After the Conference

- Include your Executive team and Attendees and encourage them to provide feedback and learnings surround the Conference.
- Use virtual breakout 'rooms' within tools like Cisco WebEx, G-Chat, Slack and MS Teams to get employees networking in smaller groups to spark connections.

4. Launch Internal Book Clubs to Keep the Conversation and Connection Going