

2021 Attendee Survey



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#MASSWOMEN

December 2, 2021



Key Metrics

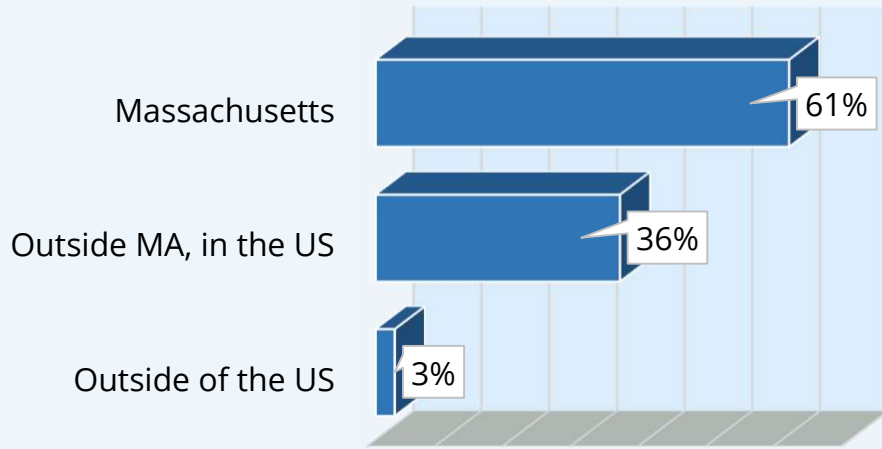
- **15,480** Conference registrations (45% increase from 2019 in-person event)
- **10,540** unique visitors on Conference Day
- **8,137** digital program booklet views
- **29,668** total visits to sponsor booths
- **7,722** total visits to the Learning Stage
- **1,009** Resume Review and Coaches Corner appointments
- **46%** of 2021 attendees had never attended a Conference for Women event before
- **89%** of 2021 attendees said they felt better able to meet current professional challenges because they participated in the Conference
- **86%** of attendees are more likely to consider working for a sponsor because of their support
- **75%** of attendees are more likely to consider products or services from a Conference sponsor



96%
of attendees
said the Conference
**met or exceeded
expectations!**

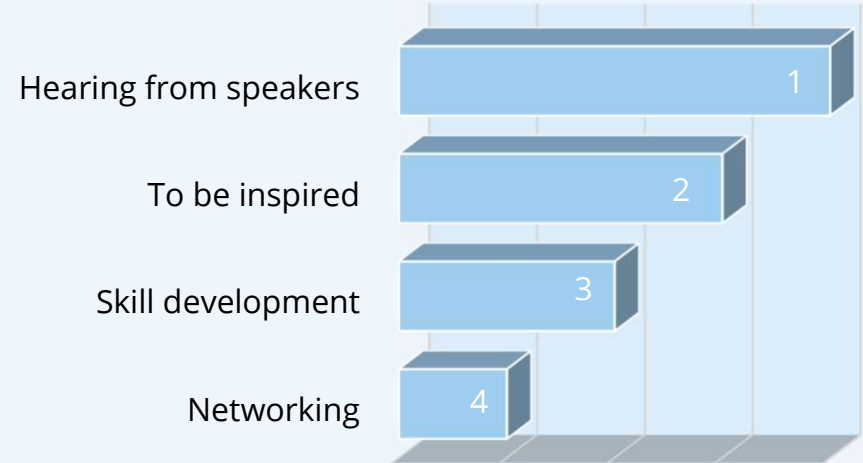
Demographics

FROM WHERE DID YOU VIEW THE VIRTUAL CONFERENCE?



Note: 65% of 2020 attendees viewed the Conference from MA.

WHAT ARE YOUR MAIN REASONS FOR ATTENDING THE CONFERENCE?



ATTENDEE JOB TITLES

- VP, C-Suite or Owner – 17% (8% in 2020)
- Manager or Director – 49% (47% in 2020)
- Professional (Doctor, Lawyer, Teacher) – 11% (9% in 2020)
- Admin. / Specialist – 21% (13% In 2020)

TOP 5 INDUSTRIES REPRESENTED*

1. Finance/Bank/Insurance – 23%
2. Healthcare, Life Sci, Biotech – 20%
3. Technology, IT, Data – 19%
4. Engineering – 5%
5. Education – 5%
6. Retail / Consumer Products – 4%

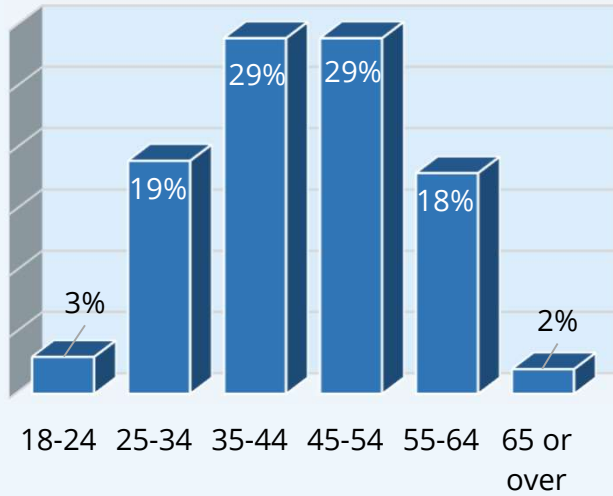
* The top three industries in 2020 were (in order) Healthcare/ Life Sci, Technology/IT, and Finance/ Bank/Insurance.

FUNCTIONAL AREA OF BIZ

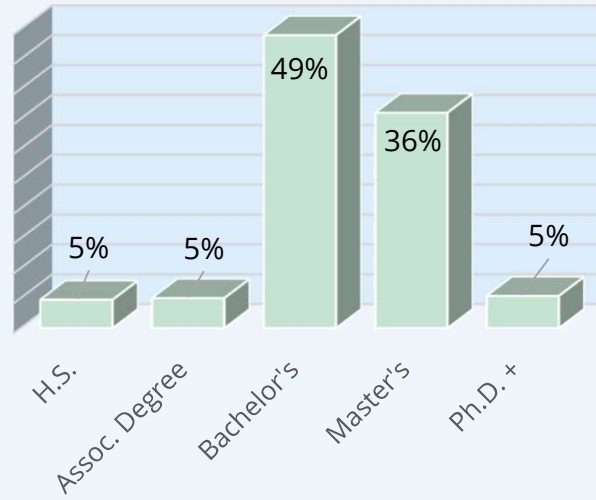
1. Information Tech – 12%
2. Accounting/Finance – 11%
3. Operations – 10%
4. HR/ Talent – 10%
5. Strategy, R&D – 8%
6. Administration – 7%
7. Customer Service - 7%
8. Engineering - 7%
9. Marketing – 6%
10. Sales – 5%

Demographics

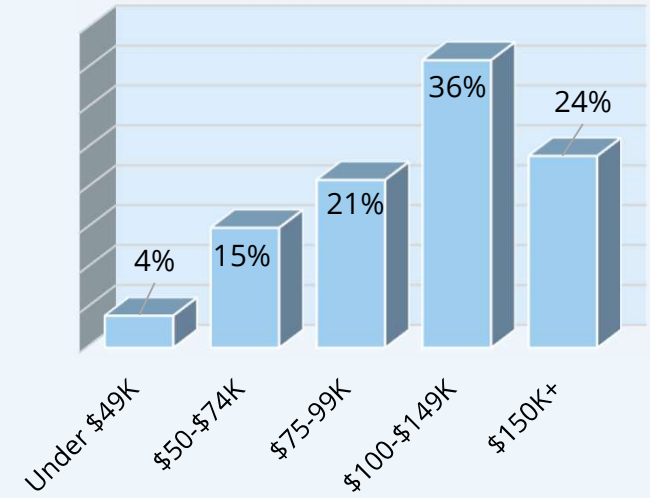
AGE



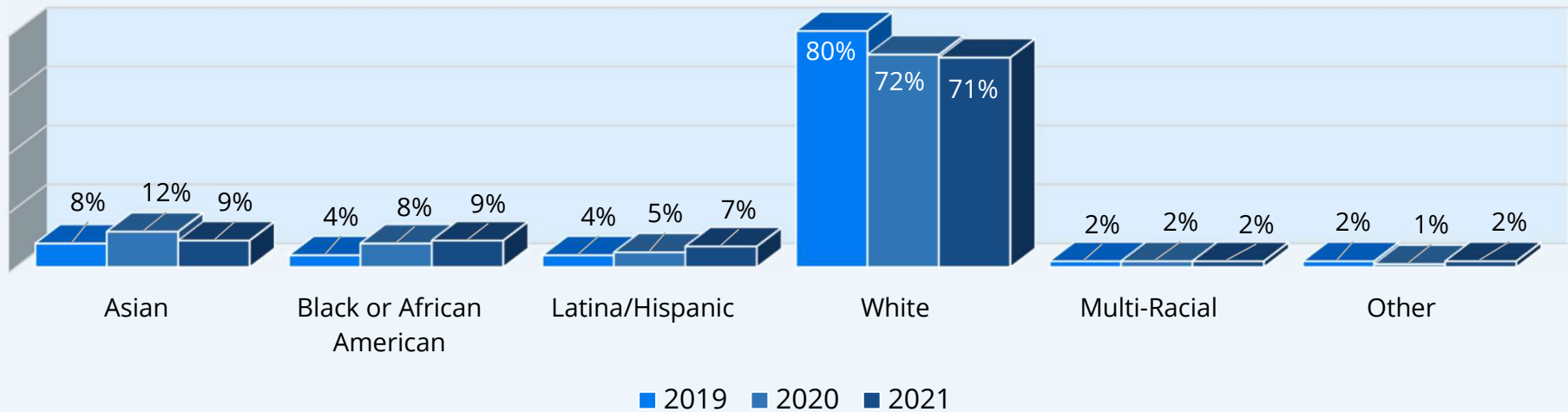
EDUCATION



INDIVIDUAL INCOME



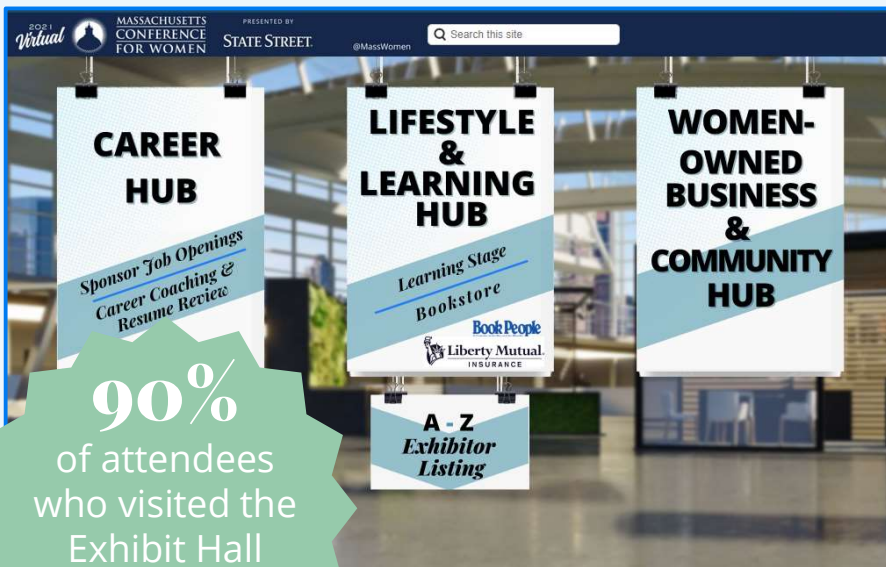
RACIAL IDENTITY



Virtual Exhibit Hall

The Exhibit Hall provided a wealth of resources, ideas, and tangible opportunities for women to support women.

- **29,668** total visits to **Sponsor Booths**
- **8,822** visits to **Lifestyle & Learning Hub**
- **7,531** visits to **Career Hub**
- **5,936** visits to **WOB & Community Hub**
- **3,384** visits to **Conference Bookstore**
- **7,722** visits to **Learning Stage**



90%
of attendees
who visited the
Exhibit Hall
found it
useful

PARTICIPANT FEEDBACK

- "I really enjoyed the Learning Bursts! Perfect format and timing."
- "The bookstore was an easy way to find the books that were shared."
- "I enjoyed the author readings!"
- "I loved the retail area and the photo booth!"
- "The coaching and resume reviews were very helpful."
- "Honestly, I loved everything; it was well put together. It was very interactive, useful and fun to navigate."
- "I liked that you could chat with someone at each exhibit and ask questions."
- "I've been to several virtual conferences these days, and this was incredibly well-curated."

KEY TAKEAWAYS

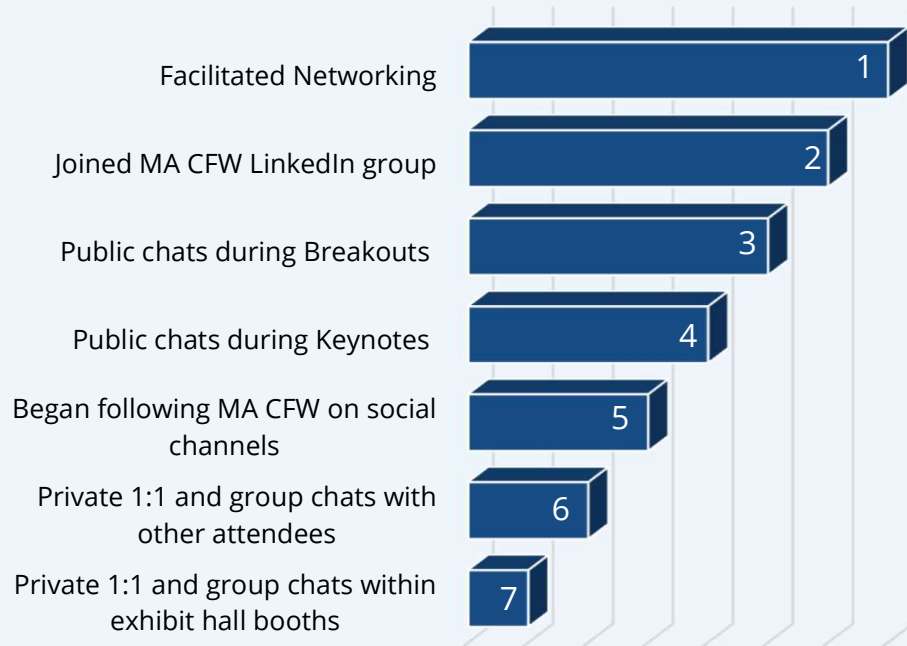
- Most people found it easy to navigate the Exhibit Hall.
- The learning bursts were especially appreciated for content, convenience, variety of speakers, and topics.
- Resume reviews and coaching filled up quickly.
- Interactive booths were the most popular.
- Author readings were helpful and informative for breakout sessions and book purchases. Providing a link to author books from the sessions may be helpful.

Networking

- **9,756** Visits to **Cisco Networking Lounge**
- **2,734** **Networking Guide** views
- **1,480** **Facilitated Networking** participants*



NETWORKING OPPORTUNITIES RANKED (Valuable or Extremely Valuable by Rating)



*FNS registrations reached 68% of capacity. 3 of 11 sessions (1 morning and 2 afternoon) filled up. 79% of people who registered for FNS attended their session.

PARTICIPANT FEEDBACK

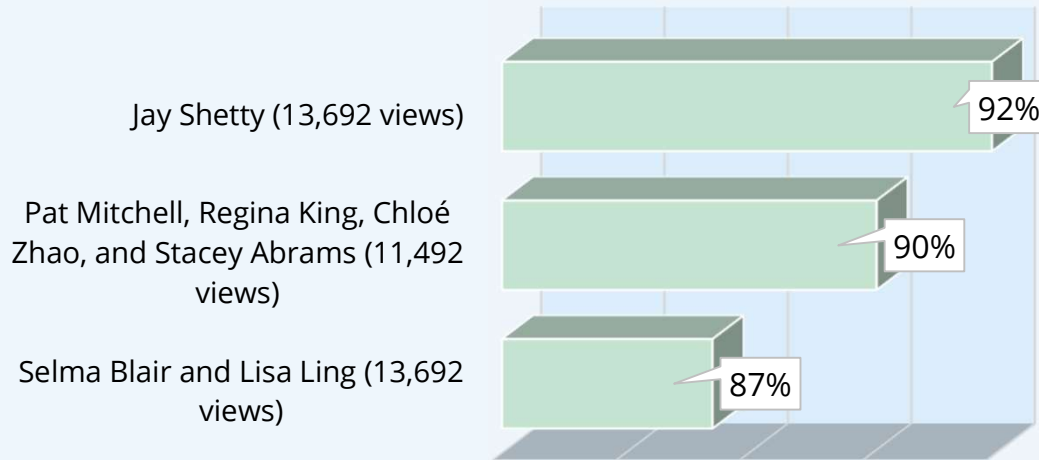
- “The facilitated networking was a great way to meet and connect with other women.”
- “Really enjoyed sharing perspectives in breakouts.”
- “I preferred the Facilitated Networking from 2020 with more from the speaker/facilitator.”
- “The Facilitated Networking Discussions were good with breakout teams allowing attendees to network to meet others, however a [moderator] in each room would have proved more productive.”
- “It would have been nice to have a few networking group chats in the exhibit hall as done in 2020.”
- “NO accommodation for hearing loss; even low tech like someone in the session calling me.”

KEY TAKEAWAYS

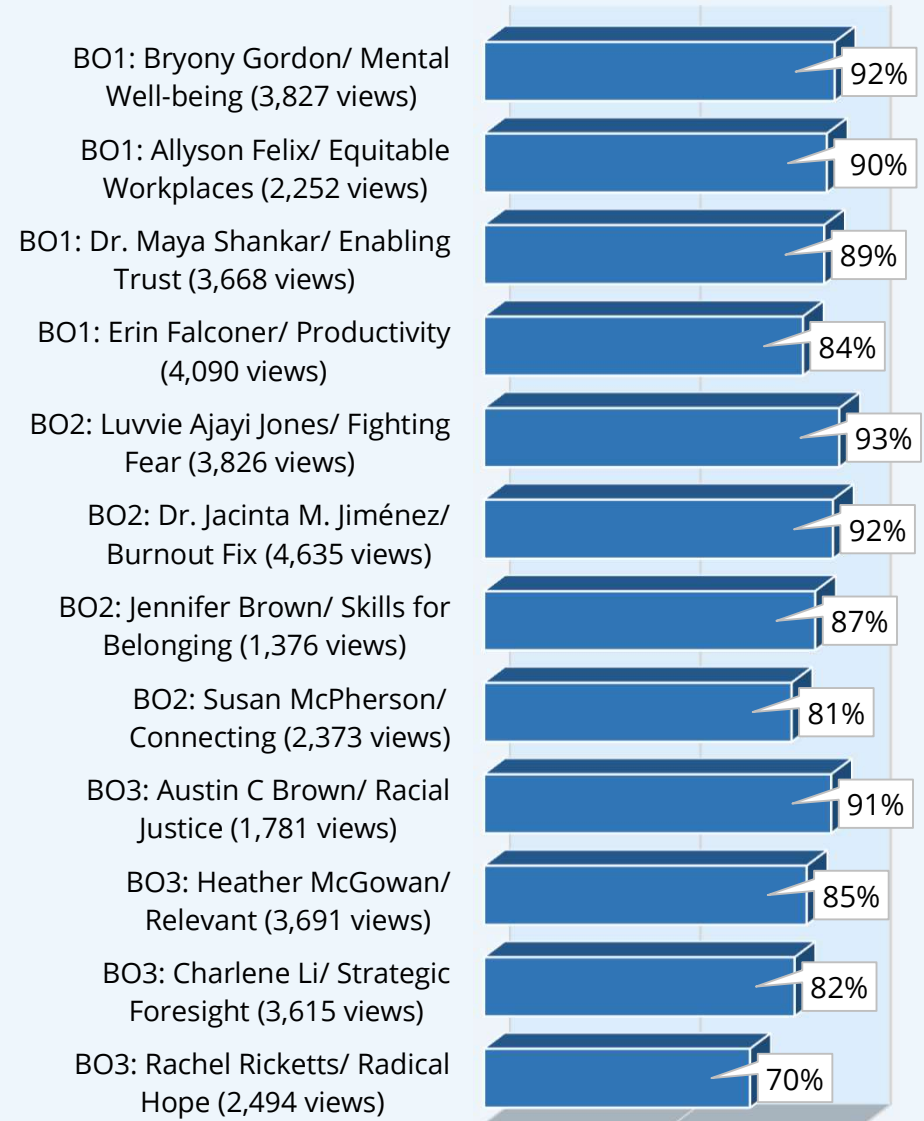
- Facilitated Networking sessions were valued, and most people liked the new format; some suggested smaller breakout groups and/or a moderator for breakout rooms. Also, consider accommodations for hearing impaired.
- Some people thought the public session chats moved too quickly and others liked the energy.
- Consider adding back peer chats in Networking Lounge.

Speaker Evaluations

KEYNOTE SPEAKERS (Great or Excellent by Rating)



BREAKOUT SESSION SPEAKERS (Great or Excellent by Rating)*



PARTICIPANT FEEDBACK

- "Jay's opening keynote was exactly what I needed to start the day. His reminder that we need to focus on ourselves really resonated with me."
- "I really enjoyed Selma Blair. Her raw emotions, her honesty, her courage - she is so impressive. Listening to her story made me want to be a better person."
- "Lisa Ling did a great job keeping the conversation light in spite of the heavy topic."
- [Afternoon keynote] "Definitely the highlight of the day. All 3 speakers were exceptional, and Pat Mitchell tied the threads together very well. I LOVED it."

*Note: The Virtual Conference format supports a smaller number of more notable speakers for breakout sessions; therefore, the ratings tend to be high.

Overall Feedback

PARTICIPANT FEEDBACK

- “The conference's virtual set up worked fantastically and I felt energized and encouraged from the beginning until the end.”
- “The honest, raw conversations around grief, social justice, mental health are exactly what we all need right now.”
- “I felt as though the speakers were talking directly to me even though we were not able to attend in person.”
- “The breakout sessions were topical and practical, it's a good way to step back and think about the big picture.”
- “I was able to expand my network more than I thought possible virtually.”
- “I loved the flexibility of being able to watch breakout sessions after the conference.”
- “The ease of navigating the dashboard was great; very intuitive.”
- “Need more time between sessions.”
- “I noticed an immediate increase in courage and motivation at my job due to this conference.”
- “The day was refreshing and inspiring, offering a renewed perspective to my daily routine.”
- “The conference was well run, the technology solid, and the speakers amazing.”
- “Attending this conference is a great way to reset my mindset both professionally and personally.”
- “Seeing all these powerful women take charge of their lives during hard times gave me the boost I need to challenge myself in 2022.”
- “I have attended a few online conferences in the past few years and this one was hands-down the most engaging!”

KEY TAKEAWAYS

- Nearly half of attendees were new to the Conference.
- Overall, feedback was very positive. The keynote and breakout session speakers received strong reviews, and attendees appreciated the timeliness and variety of topics covered. Longer breaks would be appreciated.
- Attendees liked having sessions available for on-demand viewing.
- The platform was intuitive and simpler to navigate this year.
- Some commented that they would prefer to be back in person, while others appreciated the convenience, inclusiveness, and intimacy provided by a virtual event. Attendees see value in both.

Thank You, Sponsors!

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