

Conference Recap

Thanks to our sponsors, this year's Massachusetts Conference for Women was a tremendous success—attracting 15,459 registered attendees. Based on preliminary attendee survey data:

- 96%** of attendees said the Conference met or exceeded their expectations.
- 89%** of attendees said they felt better able to meet current professional challenges because they participated in the Conference.

More highlights follow...

KEYNOTES

9,515

AM Conference Day Unique Views

8,610

PM Conference Day Unique Views

BREAKOUT SESSIONS

BO1: Dr. Maya Shankar/Enabling Trust
2,571 Conference Day Unique Views

BO1: Erin Falconer/ Productivity
2,799 Conference Day Unique Views

BO1: Allyson Felix/Equitable Workplaces
1,620 Conference Day Unique Views

BREAKOUT SESSIONS

BO1: Bryony Gordon/Mental Well-being
2,734 Conference Day Unique Views

BO2: Dr. Jacinta M. Jiménez/Burnout Fix
3,269 Conference Day Unique Views

BO2: Susan McPherson/Connecting
1,606 Conference Day Views

BO2: Jennifer Brown/Skills for Belonging
912 Conference Day Unique Views

BO2: Luvvie Ajayi Jones/Fighting Fear
2,742 Conference Day Unique Views

BO3: Charlene Li/Strategic Foresight
2,442 Conference Day Unique Views

BO3: Heather McGowan/ Relevant
2,551 Conference Day Unique Views

BO3: Austin C Brown/Racial Justice
1,184 Conference Day Unique Views

BO3: Rachel Ricketts/Radical Hope
1,593 Conference Day Unique Views



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

EXHIBIT HALL

8,426

Visits to Lifestyle & Learning Hub

7,292

Visits to Career Hub

5,747

Visits to Women Owned
Business & Community Hub



SPONSOR BOOTHS

28,815

Total visits to sponsor booths

7,323

Visits to the Learning Stage

NETWORKING

9,459

Visits to the Networking Lounge

1,480

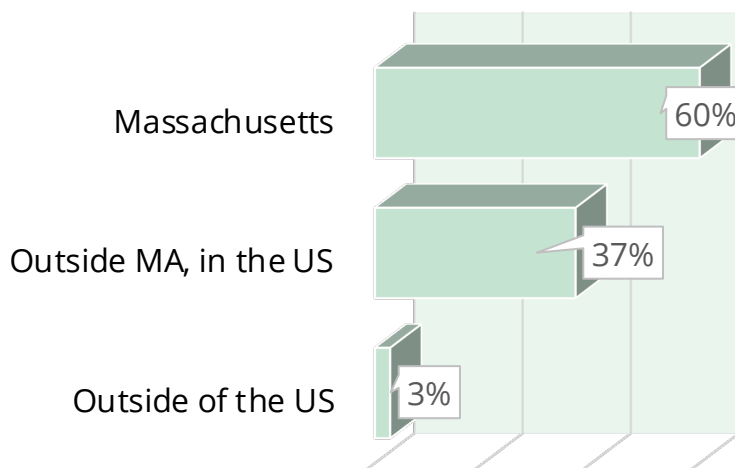
Facilitated Networking
Session Participants



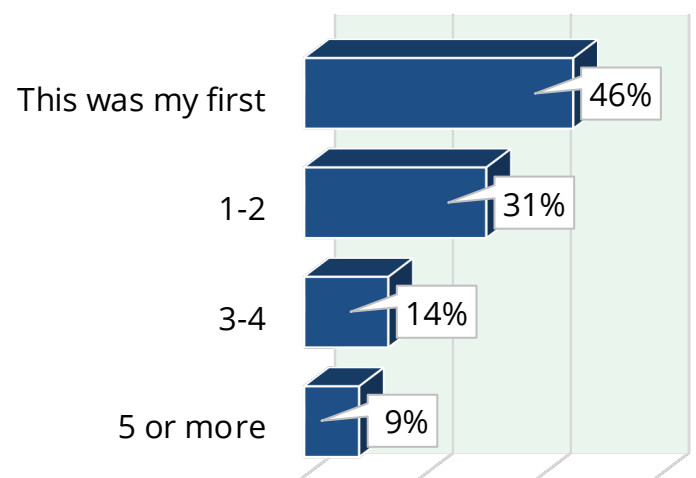
Survey Data

The data below provides an initial snapshot of responses received in the post-Conference survey as of 12-7-21. As the survey has not yet closed, the data represented is subject to change.

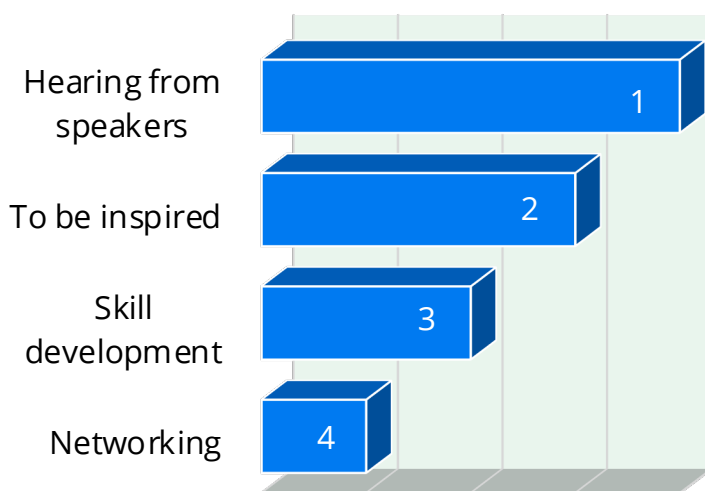
FROM WHERE DID YOU VIEW THE VIRTUAL CONFERENCE?



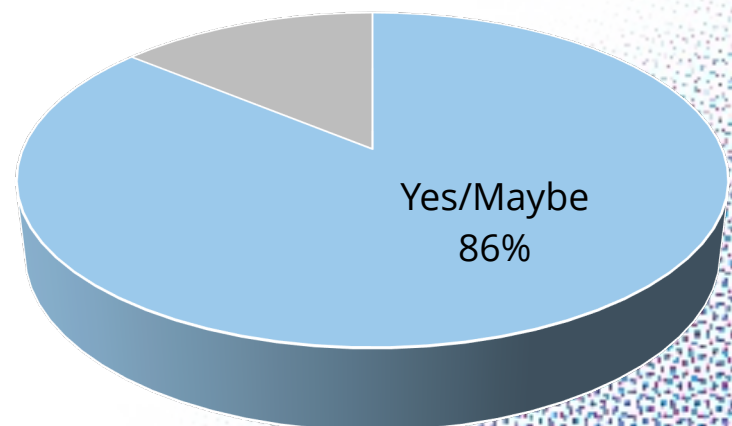
HAVE YOU EVER ATTENDED ANY OTHER CFW EVENT?



WHAT ARE YOUR MAIN REASONS FOR ATTENDING?



ARE YOU MORE LIKELY TO CONSIDER WORKING FOR A SPONSOR BECAUSE OF THEIR SUPPORT FOR WOMEN?



We were pleased to introduce a NEW Virtual Career Fair this year to help women connect with top companies in Massachusetts that are hiring. The event was free with advance registration. It was promoted through our media and community partners. The event was successful with more than 1,000 registered attendees and enthusiastic engagement between companies and job seekers throughout the Career Fair. Highlights include:

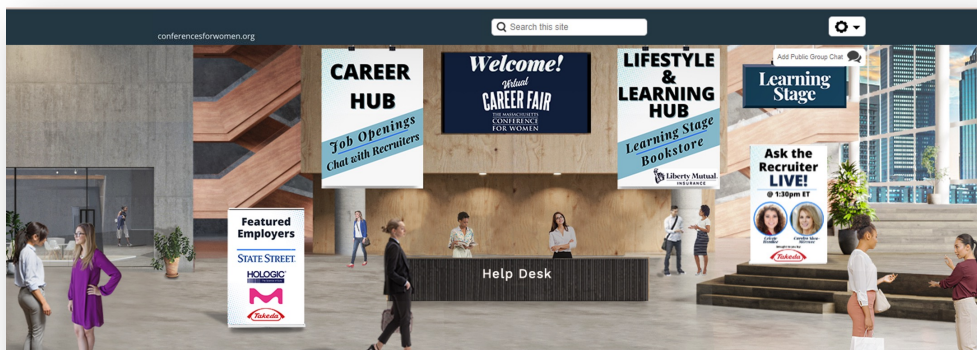
- 1,024 registered attendees
- 765 resumes sent to recruiting sponsor companies
- 102 average interactions per staffed Career Fair booth

INITIAL ATTENDEE FEEDBACK

- "Intuitive platform; easy to use."
- "I was impressed that the chats with recruiters went so smoothly."
- "Valuable information from both "ask the recruiter" sessions. Thank you."
- "All booths I contacted were very responsive and helpful. I have made contacts with many companies. That was my goal."
- "Really great ability to chat with multiple recruiters at the same time. Enjoyed the live "ask the recruiter" sessions. All in all, well done."

INITIAL RECRUITER FEEDBACK

- "CRAZY busy. I am so excited about the traction we have received."
- "We had some great candidates stop by our booth."



74% of participants recommended CFW host future Virtual Career Fair events