



MASSACHUSETTS  
CONFERENCE  
FOR WOMEN

# 2023 ATTENDEE SURVEY EVALUATION





# KEY METRICS

**9,506** Conference registrations  
*(vs. 6,387 in-person attendees in 2022)*

**49,235** Digital program views  
*(vs. 16,148 views in 2022)*

**340** Coaches Corner appointments

**241** Resume Review appointments

**52** % of attendees never attended a Massachusetts Conference for Women event before  
*(vs. 43% in 2022)*

**78** % of attendees are more likely to consider working for a sponsor because of their support

**73** % of attendees are more likely to consider products or services from a Conference sponsor

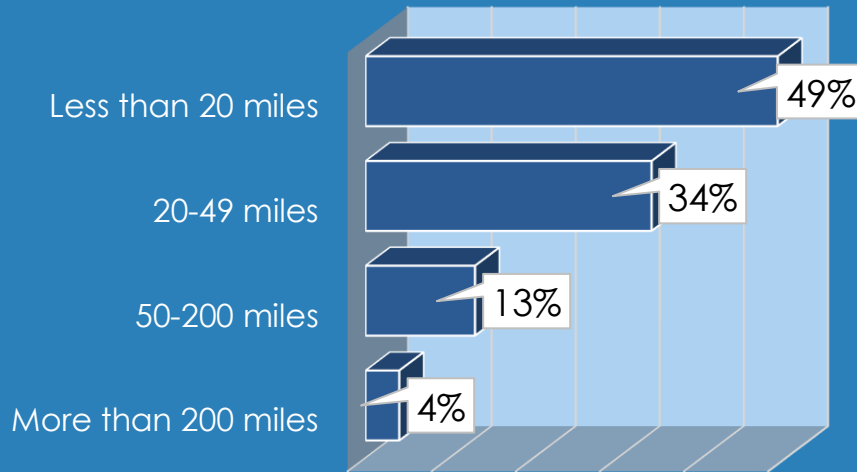
**95%**

of attendees  
said they would attend  
a future Conference or  
recommend it to  
someone else.

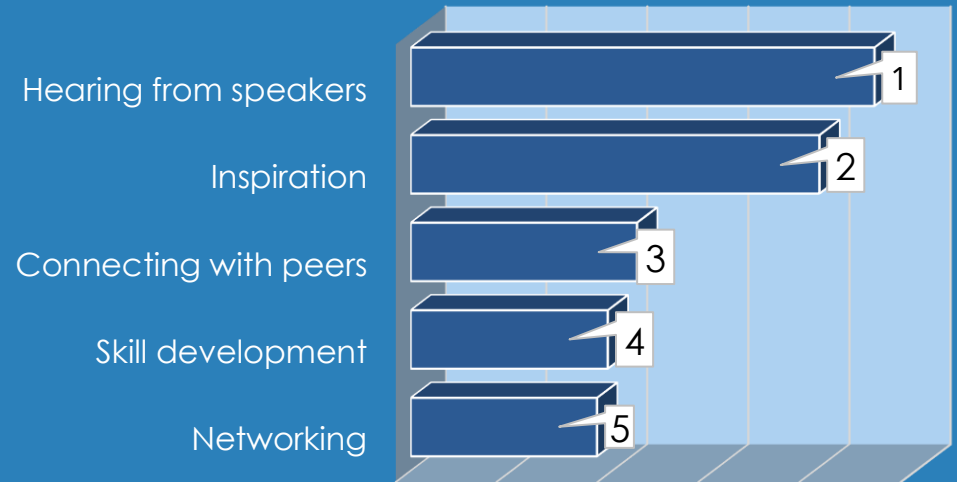


# DEMOGRAPHICS

## HOW FAR DID YOU TRAVEL TO ATTEND THE CONFERENCE?



## WHAT WERE YOUR MAIN REASONS FOR ATTENDING? (CLICK ALL THAT APPLY)



### ATTENDEE JOB TITLES

- VP or C-Suite - 13%
- Manager or Director – 50%
- Administrator/Specialist – 17%
- Professional (Doctor, Lawyer, Teacher) – 11%

### TOP 5 INDUSTRIES REPRESENTED\*

1. Healthcare/Life Sci/Biotech – 23%
2. Fin Svcs/Bank/Insurance – 20%
3. Tech/Infra/Data Svcs – 15%
4. Education – 11%
5. Engineering – 6%

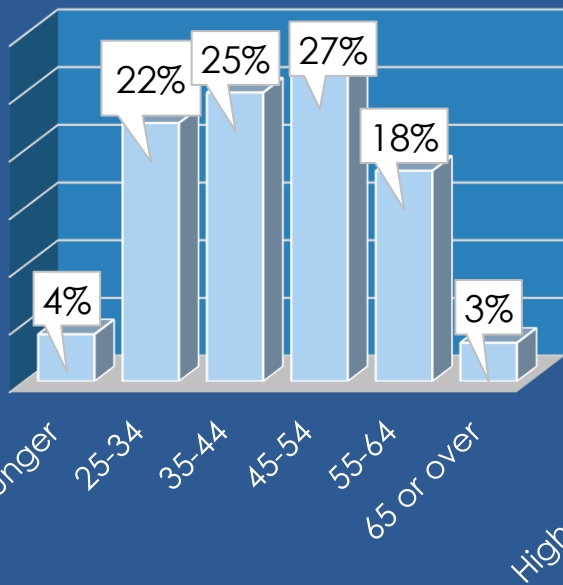
### TOP FUNCTIONAL AREAS OF BIZ

1. HR/Talent – 12%
2. Acct/Fin – 11%
3. Operations – 10%
4. IT – 10%
5. Administration – 9%
6. Marketing – 9%
7. Proj Mgmt – 9%
8. Engineering – 8%

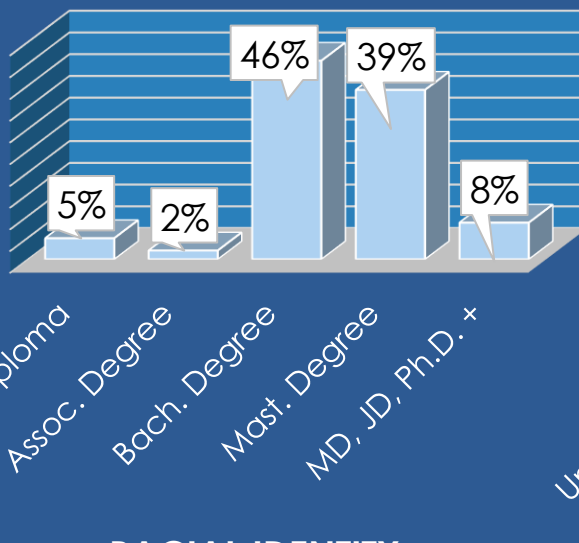


# DEMOGRAPHICS

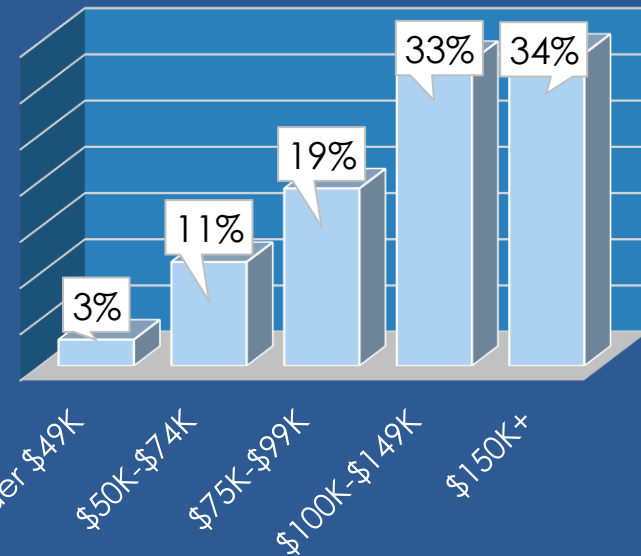
### AGE



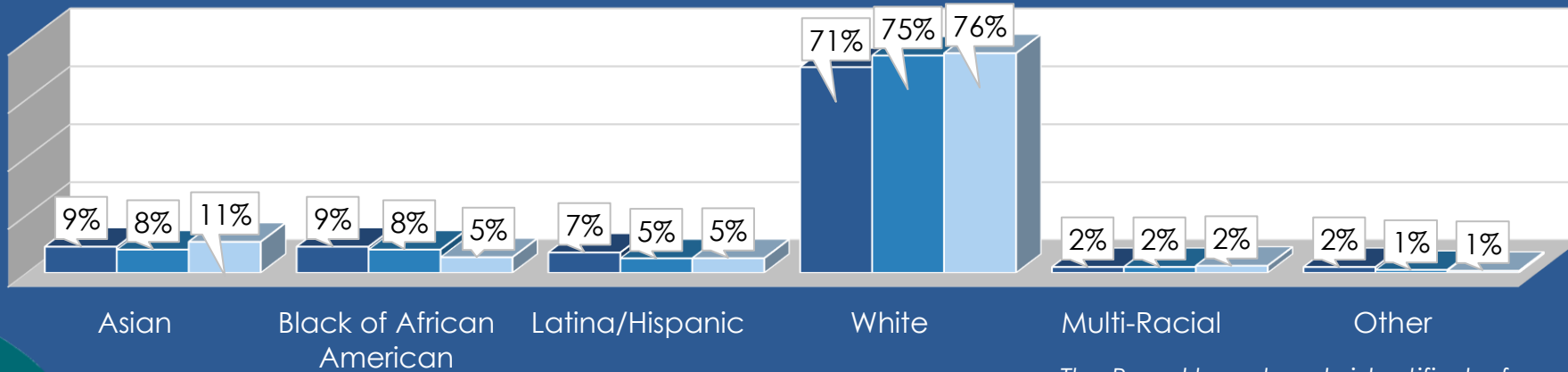
### EDUCATION/HIGHEST DEGREE COMPLETED



### INDIVIDUAL INCOME



### RACIAL IDENTITY



□ 2021 □ 2022 ■ 2023

The Board has already identified a few programs for 2024 to continue focus on growing diversity in attendance and we are asking our sponsors to do the same with their tickets.



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# INTERACTIVE HALL

## A REIMAGINED INTERACTIVE HALL

This year's Conference offered new ways to connect, engage, and celebrate, including inspiring signage that paid homage to past keynotes, made-for-sharing photo opps, an inviting Bookstore & Lounge space, and an uplifting Party In the Hall with a local DJ to close out the day.





# INTERACTIVE HALL

## WHICH AREAS WERE MOST ENJOYED BY ATTENDEES IN THE INTERACTIVE HALL?

(Based on ratings of "Good" or "Excellent")

### MOST POPULAR (80-95% RATING)

- Career Connections Meet-up / Cisco
- Charging Station / Lantheus
- Coaches Corner & Resume Reviews / Takeda
- Coloring Wall / Commonwealth
- Headshots / Babson College
- Learning Stage / Fidelity
- Lemonade & Hydration / Hologic
- Small Group Networking / Cisco
- State Street's Fearless Girl
- Wall of Growth / Liberty Mutual
- Women Owned Business Village / BOA

### 2<sup>ND</sup> MOST POPULAR (70-79% RATING)

- Bookstore Lounge & Author Signings

## WHAT OTHER ELEMENTS WOULD YOU LIKE TO SEE INCORPORATED IN FUTURE EVENTS?

- More time to explore and more maps/information to quickly find all offerings
- More water, (healthy) snacks, and hot/iced coffee
- Reusable water bottles
- Increase capacity for popular offerings to decrease wait times/long lines (checkouts at bookstore, headshots, charging stations, photo opps, etc.)
- New exhibitors showcasing gadgets, gear, tools, new technology, travel resources, women's health devices, hands-on mini sessions and demonstrations
- More fun interactives (personality assessments, team building games, Zumba, crafting, art, yoga, journaling, foot & chair massages, photo booths, fortune tellers, health screenings/demos)
- Add chess to the Play Area (Massachusetts native, Sharon Ellen Burtman – the 1995 United States Women's Chess Champion – attended!)
- Even more career resources (job wall, mentor pairing, skill building, workplace dressing, elevator pitch workshop, LinkedIn profile support)
- More diversity in business booths and nonprofit engagement (local nonprofit missions, how to get involved, acts of service and collections on-site)
- More amplified sound and seating at Learning Stage





# NETWORKING & CONNECTIONS MEETUPS

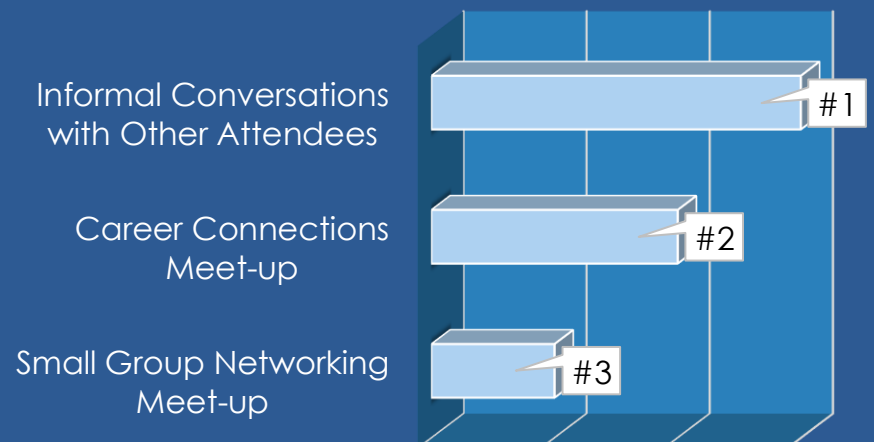
## NETWORKING FEEDBACK

- Attendees especially appreciated the chance for internal connections through the Conference:
  - “This was a great opportunity to network with people from my own organization I don’t normally interact with.”
  - “We use the conference to stay over night and do a team dinner the night prior.”
- Overall, attendees are seeking more connection and suggested:
  - “I have attended other in-person conferences at [BCEC] that incorporated a portal with all attendee profiles. I could see a visible difference in how there were more side conversations and networking happening inside and outside the interactive halls.”
  - Switch tables during small group networking in order to meet even more people, industry- or experience level-specific meetups, and all-day offerings

NOTE: The Board has already approved adding back in a mobile app for 2024 to facilitate additional networking and profile sharing onsite

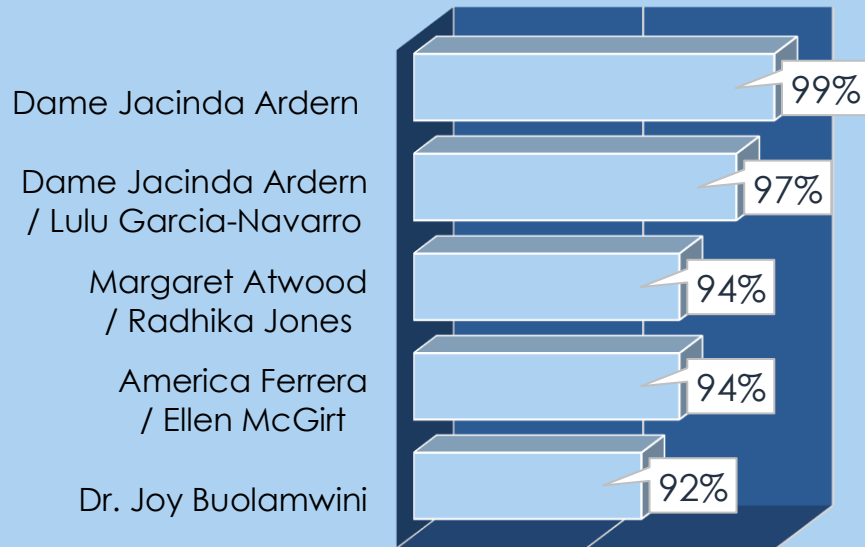


## NETWORKING (Listed in Order of Value by Attendees)

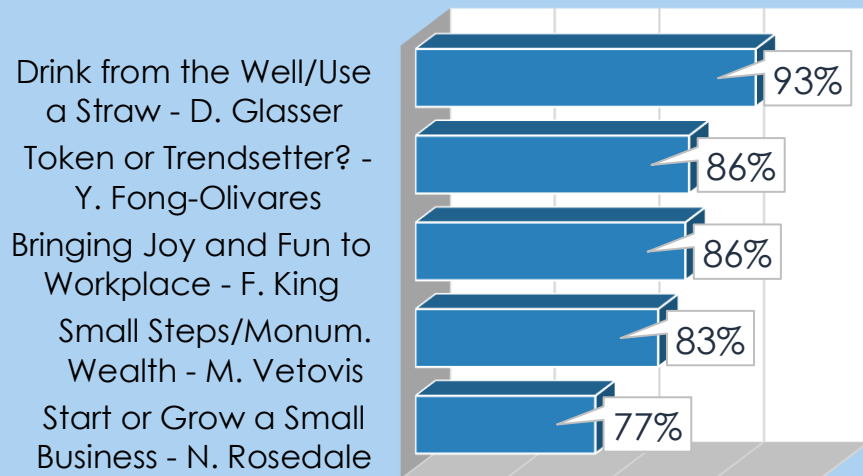


# SPEAKER FEEDBACK

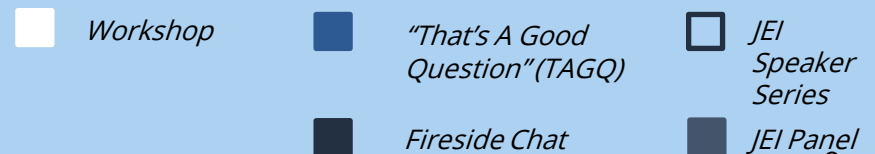
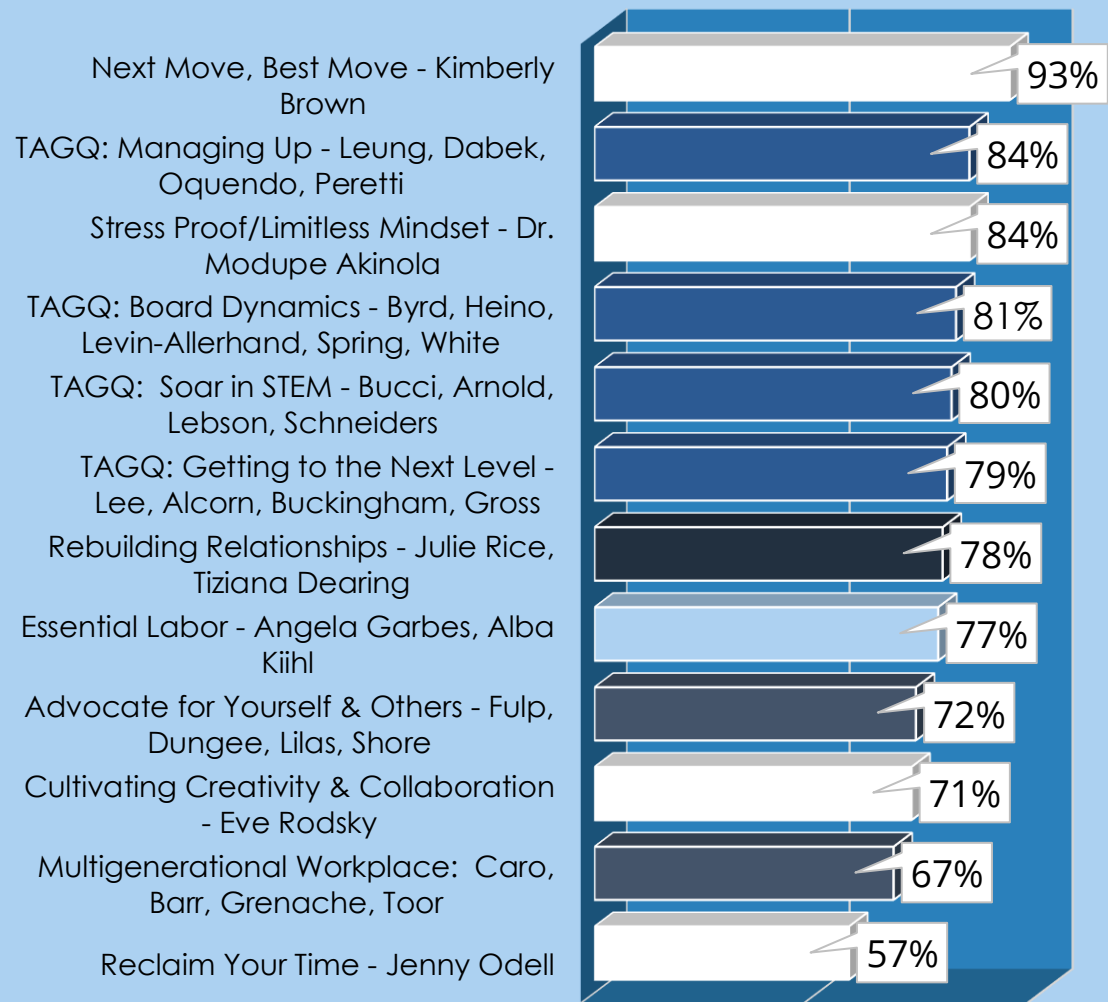
## KEYNOTE SESSIONS (Excellent or Great by Rating)



## LEARNING STAGE SESSIONS (Excellent or Great by Rating)



## BREAKOUT SESSION SPEAKERS (Excellent or Great by Rating)







# SPEAKER FEEDBACK (CONT'D)

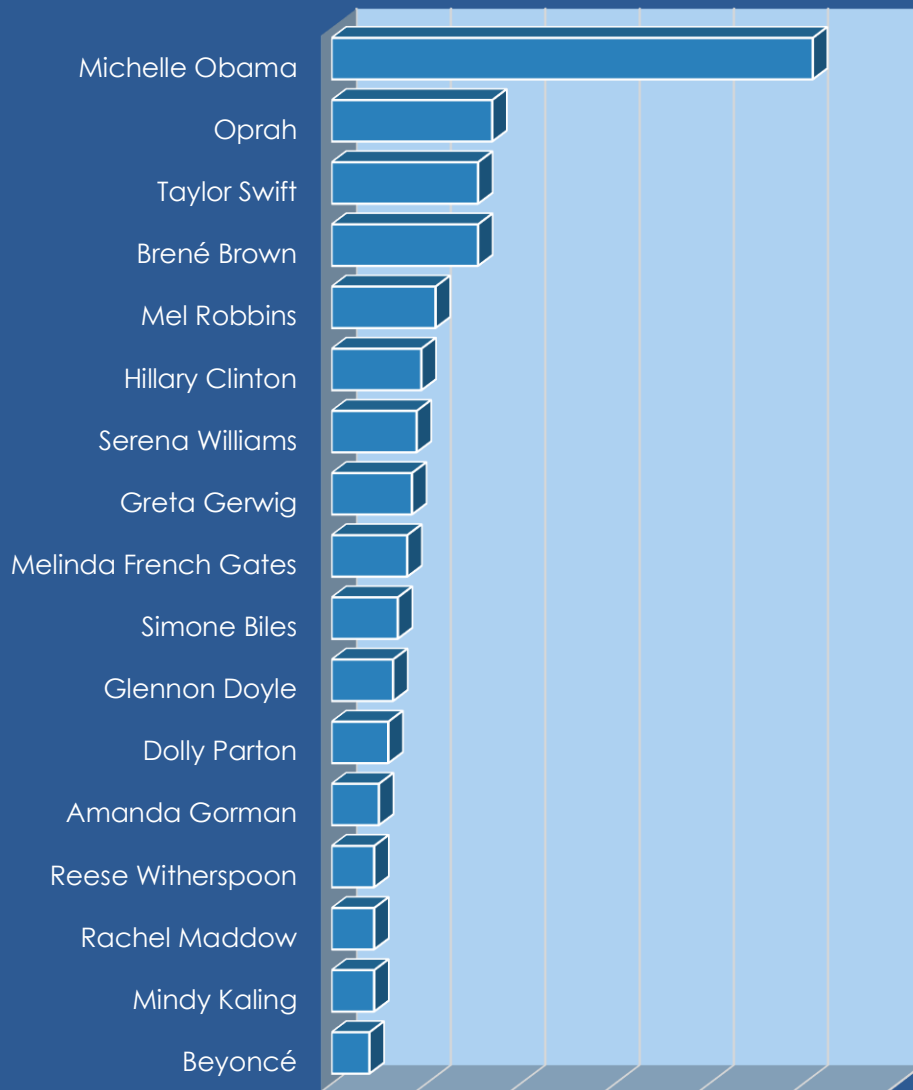
## SPEAKER IMPACT

- “JOY was UTTERLY AMAZING! She is simply incandescently bright!”
- “Her wit and insight moved thousands of women enchanted by her presence at this event. She was hysterical and serious when needed. Perfect.”
- “Jacinda had some really great gems about leadership that were just from her experience and sharing who she is. I took a lot of notes.”
- “Jacinda was incredible, she was approachable, vulnerable, honest, and empowering. An inspiring leader!”
- “So honest and down to earth. I have shared takeaways from Dame Jacinda Ardern's speech to many women since hearing it -- I won't stop talking about it. Her disclosure about imposture syndrome was very much appreciated.”
- “Margaret's sense of humor and advocacy for women's rights is to be commended. Really enjoyed this session with her. What an amazing woman.”
- “Margaret was informative and inspiring on topics that are relevant with women today even though she's been writing about them for decades.”
- “America is such a role model for successful women and love what she said about women need to show up for each other and love hard.”
- “Angela Garbes' stories and research were really compelling.”
- “I plan to apply advice offered into my professional and personal relationships.”
- “Every word was gold! Usually I come away with one or two sentences to apply to my life, but this was every slide!”
- “Very inspirational. Women in strong managing leads showing where they started from. Showing all of us it is possible.”
- “Great questions, great answers, great variety in responses from panelists, and very inspiring. It felt like the panelists were all of our mentors for a day.”
- “Amazing panel - yesssss to having a STEM section! Really motivating discussions.”
- “This was incredible. Such strong women with real concrete examples of things and differing perspectives. Could've listened to them all day.”
- “Loved this! Great tips and very clear, tangible approach. I feel like I can and will really take the next steps that Kimberly recommended!”



# REQUESTS FOR FUTURE SPEAKERS

## TOP REQUESTED SPEAKERS FOR 2024



## NOTEWORTHY RECOMMENDATIONS

- More women CEOs/heads of corporations, non-profits, universities, and the military
- Speakers who represent a wide variety of communities and backgrounds – suggestions include neurodivergent LGBTQ+, trans, Indigenous, Latinx, Asian-American, Indian, Jewish, speakers who are not moms, single moms, plus a wide variety of generations (there were several requests for speakers in their 20's who could relate to those just starting out in the workforce, along with several requests for speakers in their their 50's/60's who could better relate to more experienced professional women)
- “Firsts” in their fields – examples include the NFL's first Black female official, the first black female combat pilot, the first female world leader, etc.

# REQUESTS FOR FUTURE TOPICS

## TOP REQUESTED SUBJECTS FOR 2024 SESSIONS

- **Career advancement, professional development:** Career transitions, moving up in a company, breaking into new industries, mentorship, skill development, career counseling, managing up, and advocating for yourself
- **Diversity, equity, and inclusion:** Workplace equality, overcoming gender, racial, and generational biases, advocating for underrepresented groups
- **Work-life balance and wellbeing:** mental health, mindfulness, time management, motivation, burnout, stress, boundaries
- **Leadership, management, and teambuilding skills**
- **Financial literacy and planning**



# OVERALL FEEDBACK

## OVERWHELMINGLY POSITIVE PARTICIPANT FEEDBACK

- “Just a great day of good content, speakers, and positive energy!”
- “Very vibrant and interactive - felt like more than just professional development event but a community celebration of women.”
- “Knowledge. Connections. Inspiration. Great reminders of how ‘we’ contribute to ‘our’ outcomes.”
- “The safety I felt being around (mostly) only women was invaluable. We got to ask the questions we don't always feel comfortable asking, talk about the things we don't always feel comfortable talking about, in a really honest and sincere environment. I loved it.”
- “It was great to go to a conference that encouraged rather than gave a ‘to do’ list for an already over extended audience.”
- “I felt reenergized, reminded of who I am and who I am becoming, and empathized with the struggles of being a woman and a leader, caregiver, etc. The intersectionality component was important for me.”
- “Wonderfully inspirational.”
- “I was personally surrounded by women from my company that I had never met which was amazing. The speaker's topics were directly relatable to my professional life and were general enough that women of different industries could benefit from.”
- “Absolutely wonderful. The questions were excellent, and all the content was enriching and inspiring. It was a great opportunity to connect.”
- “it was empowering to be surrounded by so many strong women from all walks of life.”
- “Absolutely blew me away and I left feeling hope about the future.”
- “Most inspiring conversation I have heard in a long time. Well spoken, focused, fun and passionate.”
- “There is nothing like this event. It's amazing and I'm grateful I had the opportunity to attend.”
- “Refreshing and exactly what I needed for a boost!”
- “Huge networking opportunities for Massachusetts women of all ages, all levels of work and life experience, to gather, play, share, and admire each other and wake up the next morning still pumped up and raring to cartwheel.”
- “I don't think you can beat being in a room with 9500 other women celebrating each other and other women's achievements. Especially being told to be true to ourselves, take care of ourselves, and to speak up and be bold. Its a remarkable experience.”

# OVERALL FEEDBACK (CONT'D)

## KEY TAKEAWAYS FOR FUTURE CONSIDERATION

- Attendees long for even more inclusivity from the Conference including increased diversity of speakers, content on all career stages and Interactive Hall exhibits
- Although recognized as a very organized event for its scale, attendees want their experience to be even more seamless, and increased signage and printed maps may help
- Enhanced takeaways from speakers - access to slides and session summaries/recaps
- More coffee (including during lunch), hot water for tea, water stations, (healthy) snacks, and swag bags
- Ways to better connect with attendees including more networking options, formats that allow you to meet more people, easier-to-read badges and an app
- Opportunities to vet Q&A questions ahead of time for TAGQ sessions to keep discussions on track
- Many attendees voiced disappointment with both bathroom cleanliness and the food served at lunch
- Attendees want the Interactive Hall to provide more career-related offerings, tools, and services in addition to the Women-Owned Business shopping

# THANK YOU, SPONSORS!

