



Conferences for Women

2024-25 SPONSORSHIP OVERVIEW



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“The opportunity will come. Will you be ready to step up?”

- Laverne Cox
2021 PA CFW Speaker

Mission

The mission of the Conferences for Women is to promote, communicate and amplify the influence of women in the workplace and beyond. At our annual nonpartisan, nonprofit conferences, we bring together thousands of active professionals to connect, renew, and find inspiration in community.

Conferences for Women Network

The Conferences for Women sister network includes four primary events that take place in-person across the country, each focused on supporting diversity & inclusion, career advancement, leadership, and personal development. While general themes are similar across each market, speakers and content are unique, providing new opportunities for learning and development at each event.

2024-25 CONFERENCE SCHEDULE

-----Registration Opens May 2024-----

TEXAS
CONFERENCE FOR
WOMEN

25th Anniversary!

Pennsylvania
Conference
for Women


THE MASSACHUSETTS
CONFERENCE
FOR WOMEN

20th Anniversary!

California
Conference for
WOMEN

Oct 2, 2024

AUSTIN
7,500 capacity

Nov 7, 2024

PHILADELPHIA
10,000 capacity

Dec 12, 2024

BOSTON
10,000 capacity

Feb 2025 (TBD)

SILICON VALLEY
7,500 capacity

NOTE: All sponsor tickets include access to the **Virtual Conference for Women** in Spring 2025

Conference Format – One Ticket, Two Events

1.



**CONVENTION
CENTER
EXPERIENCE**

- Full day learning event creating community and connections in one of the markets listed above with 5,000 – 10,000 attendees per market.
- General session experience includes 2-3 keynotes, cameos, and lunch break for networking with colleagues.
- Expert panels, breakout sessions, and learning bursts throughout the day.
- Networking and mentoring experiences are plentiful and varied. Robust interactive hall with Career Development Resources.

2.

National 
**Conference
For Women**

**VIRTUAL
EXPERIENCE
Spring 2025**

- Accessible from anywhere for 30,000+ ticketholders.
- Immersive full day learning experience featuring curated “best of” keynotes and breakout sessions from CFW regions infused with brand new content.
- Virtual Learning Stage with short “learning bursts” full of actionable takeaways.
- Networking and mentoring experiences plentiful and varied.
- On-demand viewing available for a limited time post-event.

Year-Round Resources

Conferences for Women provides the following resources throughout the year:

- **The Conference in Your Inbox** – Newsletter featuring helpful articles and speaker interviews each month.
- **Women Amplified Podcast** – 2x per month podcast with national thought leaders hosted by Celeste Headlee and covering topics like leadership, career advancement, self-care, transitions and other relevant issues facing women.
- **Online Learning Library** – with relevant content updated quarterly.



Career Connections Program

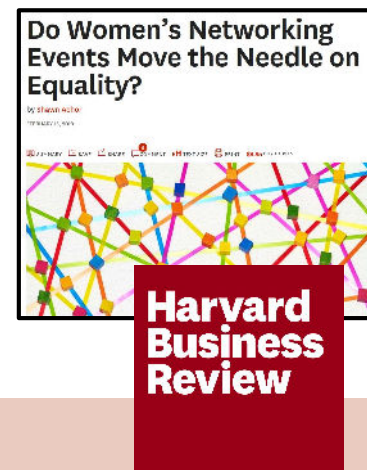
The **NEW Conference for Women Career Connections Program (CCP)** launches in March 2024 and builds upon the success of our virtual career fairs, connecting qualified job seekers with hiring companies while giving employees tools to grow within their current organizations. Access is free and will be promoted nationally across CFW with support from partners including **Power to Fly, ReachHire, and iRelaunch**. Participants may:

- Participate in **resume drops** connecting talent directly with hiring managers
- **Access job listings and schedule time with recruiters** from our list of Featured Employers
- **Learn from career content** updated quarterly including videos, articles, audio sessions, and more
- **Connect with peers and employers** in text-based chat rooms organized by topic
- Utilize **free career coaching & resume review services**
- Submit questions to be answered in quarterly pre-recorded **Ask the Recruiter sessions**

Conference Impact – Making a Difference!

In 2018, researcher Shawn Achor initiated a study to test the long-term effects of uniting women at Conference for Women events. The study included working women across functions and industries attending Conferences for Women in several U.S. states. Outcomes were examined that occurred in the year after the women attended the conference (compared with a control group). The results were overwhelmingly positive. Of the women who attended a Conference for Women:

- 78% reported feeling **“more optimistic about the future”**.
- 71% said that they **“feel more connected to others”**.



In the year after connecting with peers at the Conference for Women, attendees were (when compared with the control group):

- **2x more likely to be promoted.**
- **3x more likely to receive a 10% raise!**

More details about the study can be found at <https://www.shawnachor.com/project/hbr-womens-networking-events-move-needle-equality/>

Conference Impact: Attendee Surveys

Based on 2023 post-Conference attendee surveys across all markets:

- More than 80% of **participants feel more able to meet the professional challenges of this moment** because they participated in a CFW event (and 93% **will attend again or recommend it to another**).
- More than 70% of **participants are more likely to consider working for or purchasing from a sponsor** because of their demonstrated support for women.

Conference Attendee Profiles



Education:	91% have a college degree, and 44% have a post-graduate degree
Income:	77% report a personal (individual) annual income of \$100,000+
Job Title:	52% Manager or Director, 13% VP or C-Suite, 11% Professional (teacher, lawyer, doctor)
Top Industries Represented:	Healthcare/ Biotech/Life Sci, Financial Services (Banking, Finance, Insurance), and Technology/IT



Education:	More than 86% have a college degree, and 39% have a post-graduate degree
Income:	58% report a personal (individual) annual income of \$100,000+
Job Title:	8% VP or C-Suite, 52% Manager or Director, 23% Administrative/Specialist, 14% Professional (Teacher, Lawyer, Doctor)
Top Industries Represented:	IT/Technology, Government, Financial Services, Education, and Engineering



Education:	93% have a college degree, and 47% have a post-graduate degree
Income:	77% report a personal (Individual) annual income of \$100,000+
Job Title:	50% Manager or Director, 13% VP or C-Suite, 11% Professional (lawyer, doctor, teacher, etc.)
Top Industries Represented:	Healthcare/ Biotech/Life Sci Financial Services (Banking, Finance, Insurance), and Technology/IT



Education:	92% have a college degree, and 44% have a post-graduate degree
Income:	77% report a personal (individual) annual income of \$100,000+
Job Title:	55% Manager or Director, 13% VP or C-Suite, 12% Professional (lawyer, doctor, etc.)
Top Industries Represented:	IT/Technology, Healthcare/ Biotech/Life Sci, Engineering, and Financial Services (Banking, Finance, Insurance)

Customized Partnerships

Sponsorship opportunities are customized and may include the following:

- **Thought leadership opportunities** for company leaders as speakers, program contributors, or guests.
- **Tickets and custom speaker events** for employee and/or client engagement.
- **Talent acquisition tools** including job postings, resume drops, career fairs, and targeted recruiting events.
- **Branding, sales, and marketing outreach** to an audience of professional women.
- **Platforms for showcasing social responsibility** and commitment to diversity.
- **Inclusion in year-round communications**, social media channels, *The Conference in Your Inbox* newsletter, and monthly podcast to our digital community of supporters (including sponsor content).