



# MASSACHUSETTS CONFERENCE FOR WOMEN

Hillary Clinton, 2014

Malala Yousafzai, 2018

Viola Davis, 2017

Megan Rapinoe, 2019

## 2024 Attendee Survey Evaluation

Maya

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CAITLIN CLARK

GAIL DEVERS

BEVERLY JOHNSON

GAYLE KING

ROBIN ROBERTS

OPRAH WINFREY



## MASSACHUSETTS CONFERENCE FOR WOMEN

# KEY METRICS

**97%**

of attendees  
said the Conference  
met or exceeded  
expectations



**10,895** Conference registrations

**7,833** Conference app downloads

**93%** of attendees said they would attend a future Conference or recommend it to someone else

**82%** of attendees said they feel better prepared to meet professional challenges because they participated

**76%** of attendees are more likely to consider working for a sponsor because of their support

**71%** of attendees are more likely to purchase products or services from a sponsor because of their support

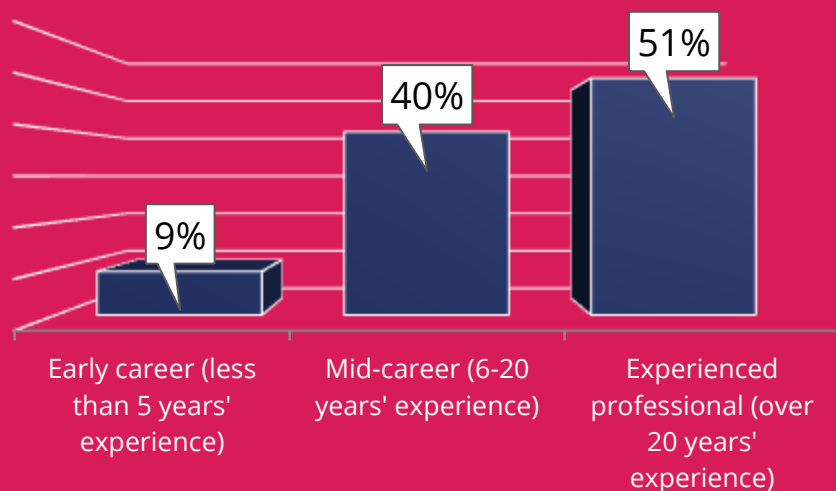
**81%** of attendees plan to access the National Virtual Event on March 5, 2025



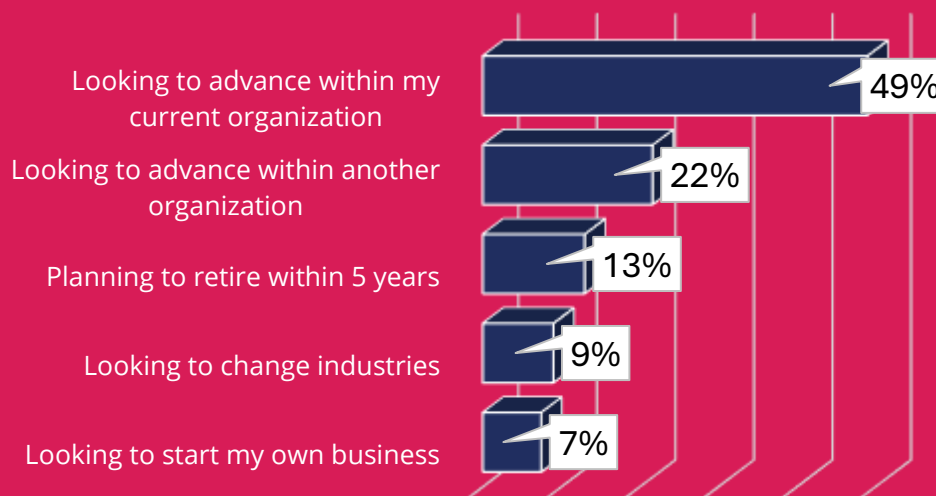
## MASSACHUSETTS CONFERENCE FOR WOMEN

# DEMOGRAPHICS

### CURRENT CAREER STAGE



### CURRENT CAREER GOALS



### ATTENDEE JOB TITLES

1. VP or C-Suite - 7%
2. Director or Manager - 56%
3. Admin/Specialist - 18%
4. Professional (Acct, Scientist, Physician, etc.) - 11%

### TOP 5 INDUSTRIES REPRESENTED

1. Healthcare / Life Sciences / Biotech - 25%
2. Tech / Infrastructure / Data Services - 16%
3. Finance / Banking / Insurance - 15%
4. Education - 12%
5. Engineering - 6%

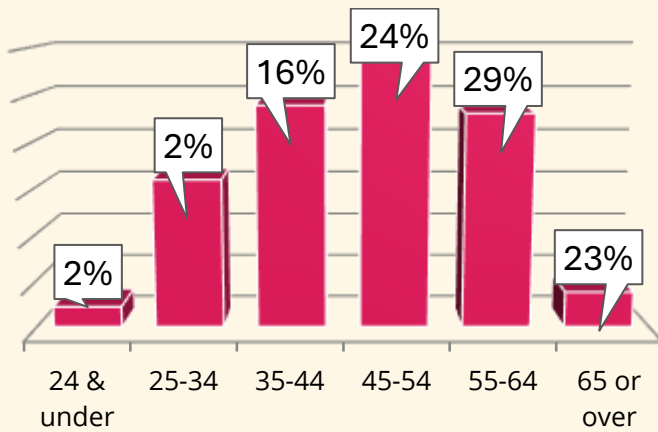
### TOP FUNCTIONAL AREAS OF BIZ

1. HR / Talent - 13%
2. Administration - 12%
3. Operations - 10%
4. Accounting / Finance - 9%
5. IT - 9%
6. Project Management - 9%
7. Marketing - 9%
8. Strategy / R&D - 7%

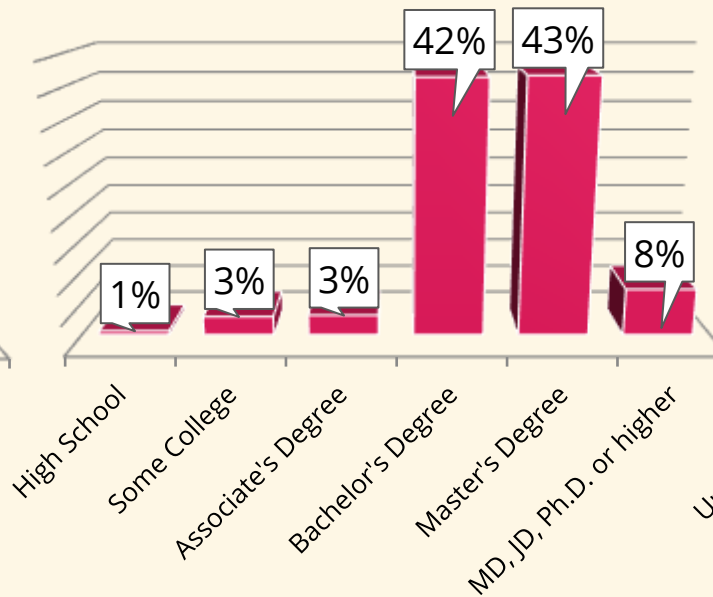


# DEMOGRAPHICS

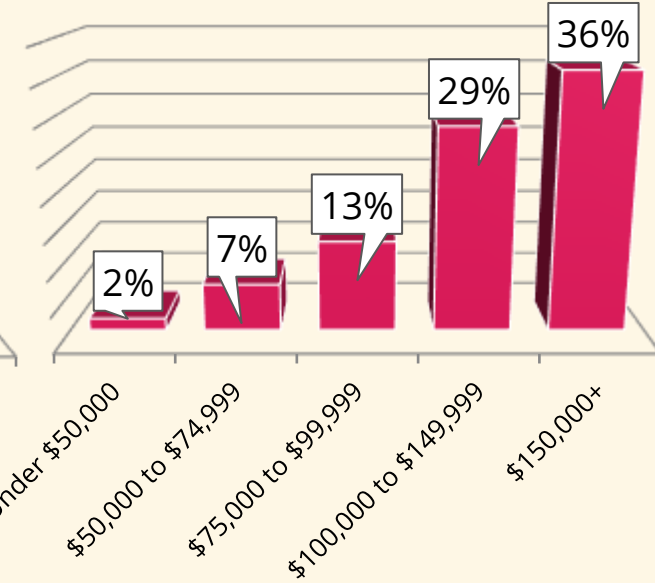
## AGE



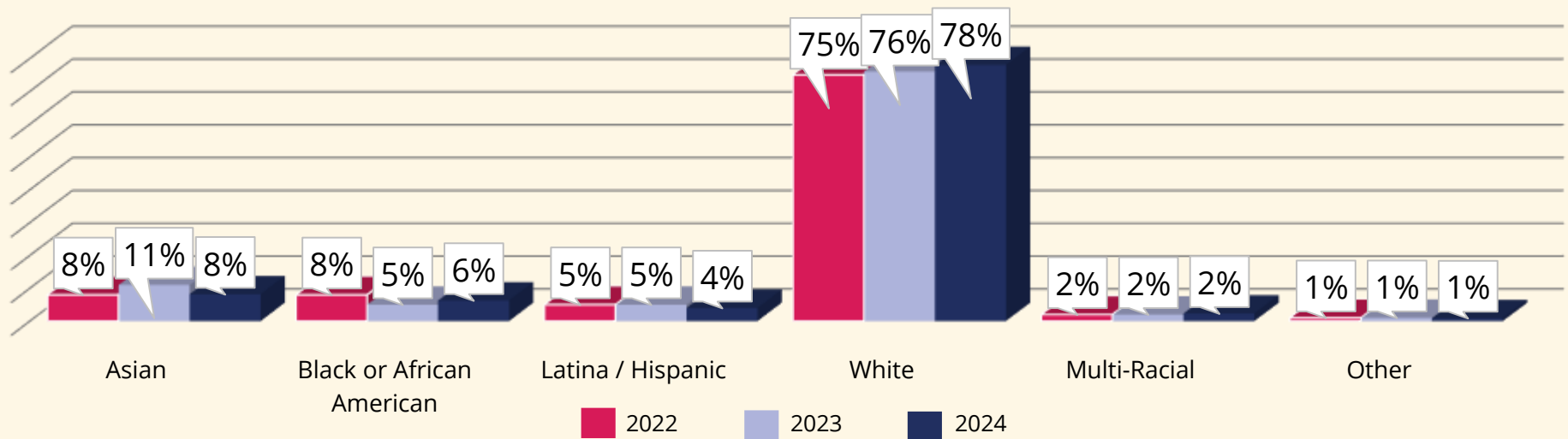
## EDUCATION COMPLETED



## INDIVIDUAL INCOME



## RACIAL IDENTITY



# INTERACTIVE HALL

## MOST VISITED AREAS IN THE INTERACTIVE HALL\*

(In order of # of respondents who said participated)

- WOB Hub sponsored by Bank of America
- Learning Hub (inc. Learning Stage by Klaviyo, Charging Lounge by Fidelity)
- Bookstore & Author Signings sponsored by Fidelity)
- Wellness Hub sponsored by Merck KGaA, (inc Wellness Stage sponsored by Target, Therabody Lounge)
- Career Offerings (Resume Review, Headshots by State Street, Coaches Corner, Employer booths)

*\* Note: For popular destinations with limited capacity, such as Headshots, Resume Review, and Coaches Corner, many respondents noted "did not attend" in their surveys which impacted ranking*

## WHICH AREAS WERE MOST ENJOYED IN THE HALL?

(the following received highest "Good" to "Excellent" ratings)

- Listen to Your Eyes Booth / Gail Devers Meet & Greet
- Liberty Mutual Note to Self Station
- Fidelity Espresso Bar & Charging Lounge
- Plynk Financial Fitness & Hydration Station
- Merck KGaA Wellness Area & Coffee Cart
- Hologic Airport Wellness Lounge
- Headshots sponsored by State Street Financial

## NETWORKING

(Based on ratings of Great or Excellent)



## NETWORKING IDEAS FOR NEXT YEAR

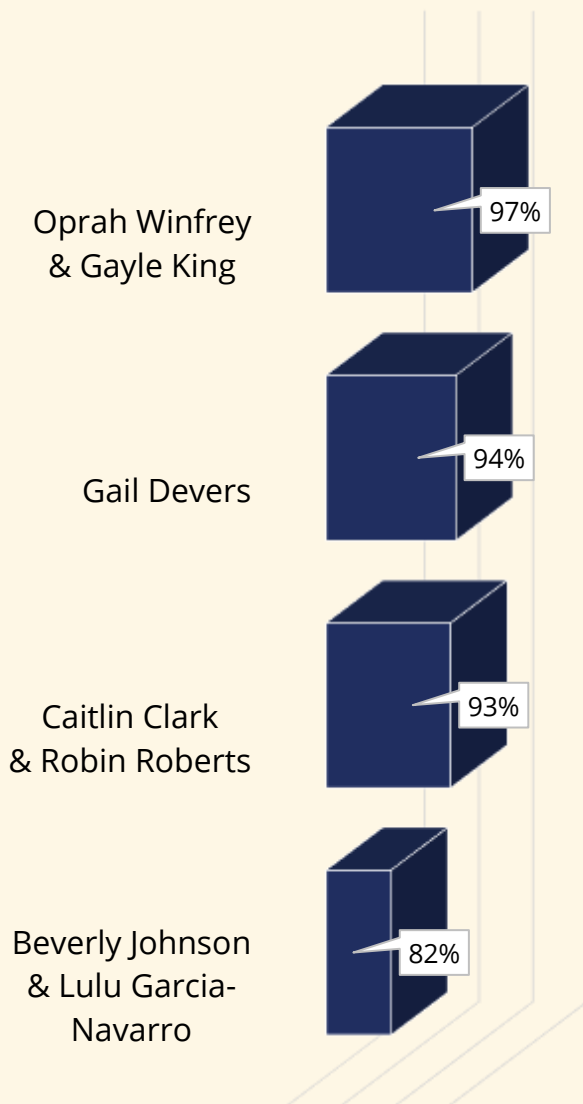
- Create easy opportunities for sharing LinkedIn info for more lasting connections
- Build brief networking moments into the keynote program to encourage conversations
- Encourage attendees to network via the app ahead of Conference day for warmer individual/small group connections on-site
- Perhaps an early bird coffee connect in a separate room, or a 'networking breakfast & books?'



# MASSACHUSETTS CONFERENCE FOR WOMEN

## KEYNOTE SESSION

(Great or Excellent by Rating)

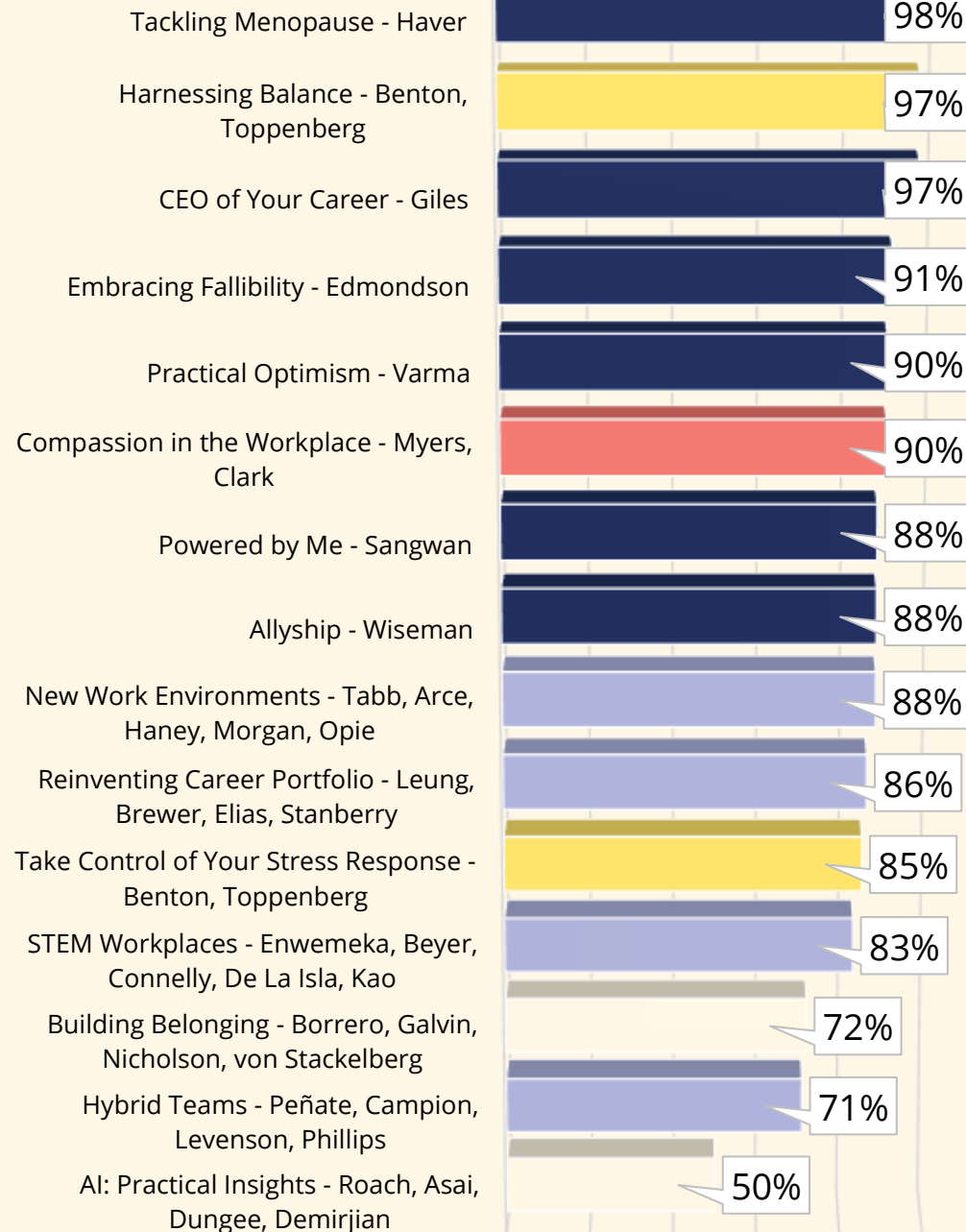


## SESSIONS I, II, & III SPEAKERS

(Great or Excellent by Rating)

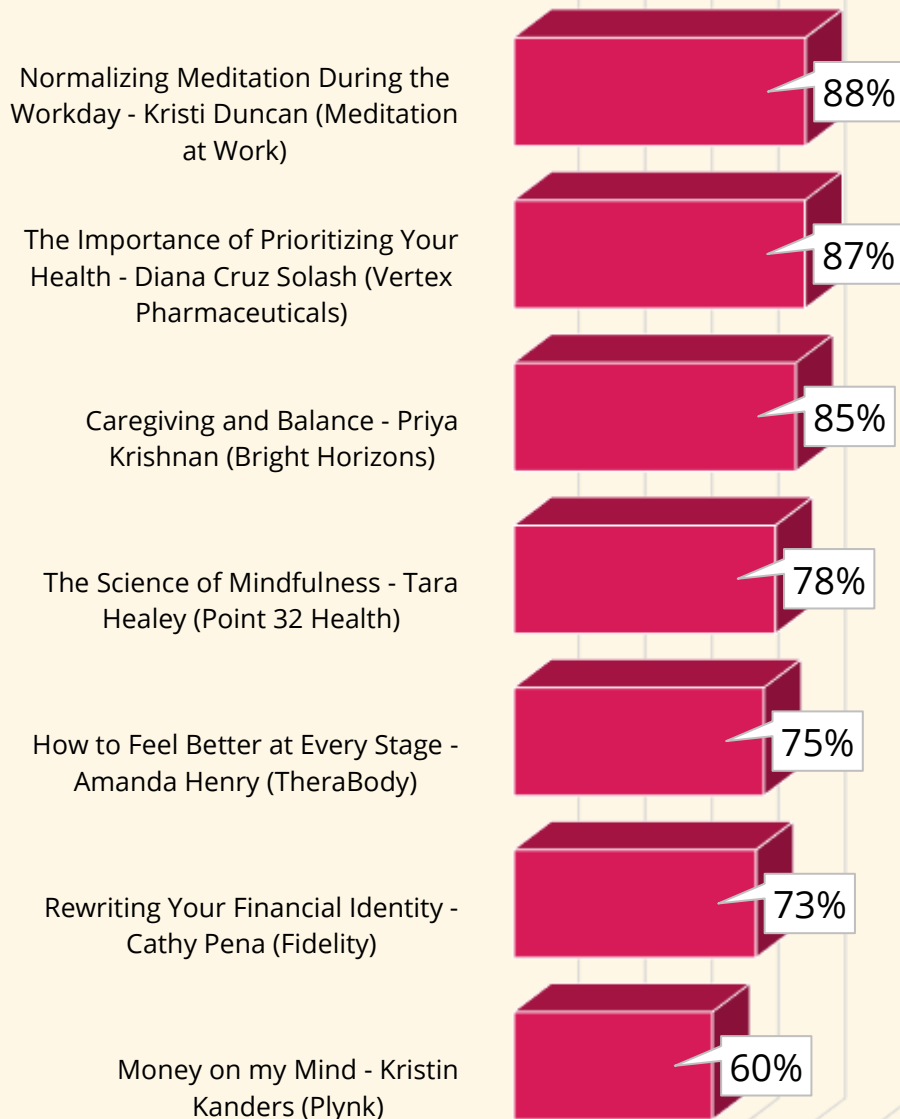
### KEY

- That's a Good Question
- Special Wellness Offering
- Workshop
- Afternoon Panel
- JEI Speaker Series

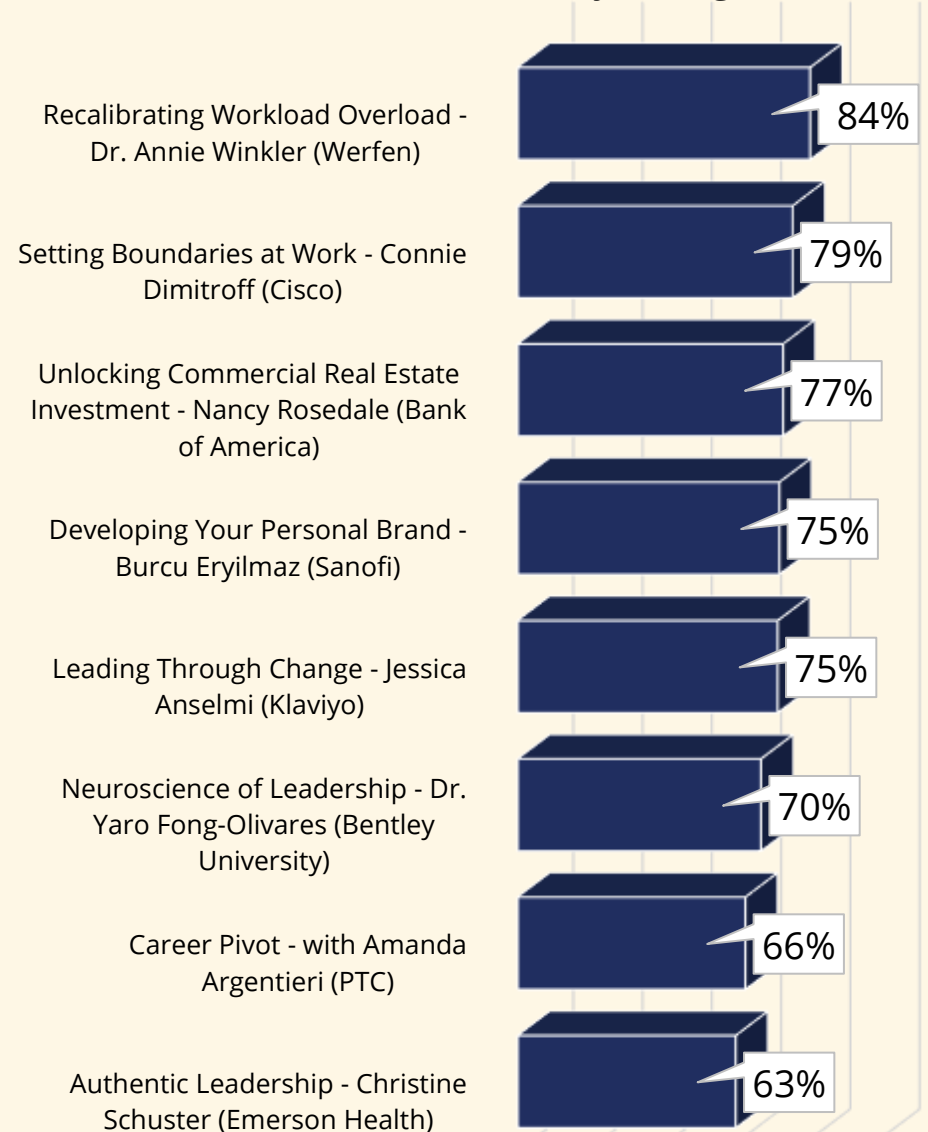


# SPEAKERS

## WELLNESS STAGE SPONSORED BY TARGET Great or Excellent by Rating



## LEARNING STAGE SPONSORED BY KLAVIYO Great or Excellent by Rating





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# SPEAKERS

### SPEAKER IMPACT & TAKEAWAYS

- “(Gail Devers’) story was incredibly uplifting and her message to fight for yourself will never age.”
- “(Beverly Johnson’s) experiences breaking through barriers was inspiring.”
- “The dynamic between Caitlin and Robin was fantastic! The authenticity and relatability were key.”
- “(Oprah and Gayle’s) session was life changing.”
- “Vernā Myers offered something new to the conversation around DEIB.”
- “Ms. Wiseman ... challenged me as an employee, as a leader and as a friend.”
- “I used (Amy Edmondson’s) concept in a presentation the next day!”
- “(Dr. Mary Claire Haver” brought to light issues that will help every single woman at the conference.”

### TOP TOPICS REQUESTED FOR 2025

- AI – both its applications and impact in the workplace
- Women’s health (including menopause and its impact on career), mental well-being, balance, and self-care
- Continuing the work of creating inclusive workplaces
- Career advancement and transitions
- Personal development
- Financial education, including concrete takeaways and various levels
- Women supporting women
- Developing the confidence to lead with authority

### TOP SPEAKERS REQUESTED FOR 2025

(In order by most requested, minus active elected officials and 2024 speakers)

Michelle Obama  
Kamala Harris  
Mel Robbins  
Taylor Swift  
Simone Biles  
Brené Brown  
Martha Stewart  
Dolly Parton  
Ilona Maher  
Greta Thunberg  
Reese Witherspoon  
Hoda Kotb  
Melinda Gates  
Selena Gomez  
Amanda Gorman  
Malala Yousafzai  
Viola Davis

Laverne Cox  
Ariana Grande  
Cynthia Erivo  
Emma Watson  
Glenn Doyle  
Hillary Clinton  
Jane Fonda  
Serena Williams  
Tina Fey  
Alex Cooper  
Barbara Corcoran  
Liz Cheney  
Indra Nooyi  
Pink  
Rihanna  
Aly Raisman

Additional suggestions for the keynote stage:

- More representation from the Asian, Latina, and Muslim communities, as well as the LGBTQ+ community
- Podcast hosts and bloggers
- Female military leaders, including “firsts” in their roles
- Olympic athletes
- Differently-abled women
- More female heads of corporations, educational and medical institutions, non-profits



# OVERALL FEEDBACK

## OVERWHELMINGLY POSITIVE PARTICIPANT FEEDBACK

- "I found the day absolutely unforgettable, empowering, informative!"
- "The networking opportunities were phenomenal, providing a valuable chance to connect with like-minded individuals and forge meaningful relationships."
- "I met so many incredible local women who have enriched the experience more than I could describe."
- "Both during and after the Conference I felt inspired and empowered, and am still riding on a Conference high almost a week later."
- "All of the sessions were very relevant and I took A LOT away from them - speakers were excellent."
- "I felt it in my bones."
- "So much of what my soul needed to hear and recognize internally."
- "The Keynote Speaker Lineup was so great and beautifully diverse in all ways."
- "Being able to hear (Oprah's) struggles and her advancements was one of the most incredible experiences I will ever have as a black woman."
- "The Conference team manages to build an energy like no other."

## KEY TAKEAWAYS FOR FUTURE CONSIDERATION

- The session that centered on menopause was rated higher than any other session, including keynotes, and was greatly appreciated
- Consider options to address capacity and sound improvements for Learning and Wellness Stages given popularity
- 'I wish I had more time to do it all' is a common sentiment
- Continue to offer programming that serves all stages and ages - from early career to retirement





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## SPONSORS

THANK YOU FOR MAKING THIS EVENT POSSIBLE!

