



Media Contact:

Courtney Quattrini
Courtney.Quattrini@hkstrategies.com
561-400-2003

For Immediate Release

Largest Women's Conference in the Country Welcomed Thousands to Boston for Eighth Annual Massachusetts Conference for Women

Event featured inspirational speakers including Arianna Huffington, Dr. Brené Brown, Dr. Deepak Chopra, Kristin Chenoweth, Vera Bradley and hundreds of other influential speakers

Boston – Dec. 6, 2012 – International speakers and corporate leaders including media mogul Arianna Huffington; nationally renowned speaker and research professor Dr. Brené Brown; renowned physician, author, internist, and endocrinologist, Dr. Deepak Chopra; Vera Bradley co-founder Barbara Bradley Baekgaard; Emmy and Tony award winner Kristin Chenoweth, and dozens of others inspired thousands of women with their words of wisdom and encouragement today at the eighth annual Massachusetts Conference for Women.

Themed *Imagine*, the Conference was held at the Boston Convention and Exhibition Center and offered engaging keynotes that covered topics including career advancement, personal development, reinvention, social media management, entrepreneurship and much more. The Conference is the largest of its kind in the country and receives the support of dozens of generous organizations including State Street, Cisco, EMD Serono, the *Boston Globe*, EMC², John Hancock, Raytheon and AT&T.

Other keynote speakers included Charlotte Beers, named “The Most Powerful Woman in Advertising”; Marla Capozzi, senior expert and a leader of McKinsey & Company’s global innovation practice, and Tory Johnson, ‘Good Morning America’ workplace contributor and CEO of Women For Hire and Spark & Hustle. Hundreds of other speakers led smaller, more intimate program sessions throughout the day, all focused on celebrating the power within to help women bring about positive changes in their lives, careers and communities.

The Conference’s leadership training, networking opportunities and incredible lineup of world class speakers make the annual Conference a journey of education, inspiration and innovation, according to Gloria Cordes Larson, board president for the Massachusetts Conference for Women.

“Each year, the Conference’s mission and vision is to bring together passionate and remarkable women to empower each other to achieve their dreams, no matter how big or small,” Larson noted. “This year’s Conference was an extraordinary success, full of stimulating discussions and inspirational speeches.”

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Career Focus

In line with women's priorities, the Conference placed a continued emphasis on career development. In addition to the day's speakers, panels and networking sessions focused on career growth. The Conference's Career Pavilion offered a wealth of opportunity, including one-on-one resume critiques provided by career services staff from Bentley University, a Mentor Match program for private coaching with an accredited coach through International Coach Federation New England, and "Meet Ups" with local leaders who dedicated time throughout the day to discuss careers, community involvement and other issues.

This year's Conference also featured new Social Media Roundtables where attendees were led by an expert facilitator through various social media topics, including online networking, personal online marketing and more.

Further, the Conference featured the Spark & Hustle Small Business Boot Camp, led by Tory Johnson. The fast-paced Boot Camp featured the most important topics for entrepreneurial success, including planning, marketing and pitching.

Giving Back

Continuing the tradition of honoring one Massachusetts woman who personifies compassion for her community and commitment to improving the everyday lives of those around her, the Conference and award sponsor Canyon Ranch were thrilled to recognize Connie Smith as the recipient of the 2012 *Be The Change Award*. Connie has dedicated the past four years to expanding the Creative Expressions program, an innovative arts program for the community of homeless women in Massachusetts through the Women's Lunch Place.

A Community Corner was incorporated in the exhibit hall of this year's Conference to emphasize the "make a difference" piece of the Conference theme. With a community as large as the Conference's, the goal was to connect attendees with the needs of the communities we live in.

The Community Corner offered different service components, which attendees participated in: Project Hope, which accepts blankets to be given to a low-income family in partnership; Any Soldier Incorporated, a letter writing campaign to those in the armed forces; Rosie's Place and the YWCA, which both accept toiletry kits to be given to homeless women; Birthday Wishes, which accepts birthday packages to be given to homeless children; and Gathering Change Inc., which accepts spare change donations to be given to local food pantries.

Throughout the day, attendees were encouraged to volunteer their time and donate their resources to nonprofits working in their communities. A volunteer tracker in the Community Corner captured the impact of the Conference community as a whole since attendees were able to register their volunteer hours throughout the day.

Thanks to a generous donation from IKEA Stoughton, the Asian Task Force Against Domestic Violence and Tailored for Success, nonprofits whose work aligns with the mission of the Conference - helping women and girls achieve their full potential, each received a furniture package through a Conference giveaway.

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Health & Wellness

In partnership with Boston Scientific, EMD Serono, HOLOGIC and Tufts Health Plan, the Conference was pleased to continue its Health & Wellness Pavilion. The Health & Wellness Pavilion featured expert speakers in a comfortable and peaceful lounge space that included complimentary chair massages. Speakers shared information about the latest in mammograms and cervical cancer screenings, strategies to achieve optimal health and prevention tactics.

Sponsors

State Street Corporation, Cisco and EMD Serono, the Boston Globe, EMC2, Hill Holiday, John Hancock Financial Services, Raytheon and AT&T served as sponsors of the Conference.

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EDITORIAL NOTE: For complete highlights from this year's event, please visit our Facebook (maconferenceforwomen) and Twitter (@MassWomen) pages and our website at <http://www.maconferenceforwomen.org>.