



THE MASSACHUSETTS
CONFERENCE
FOR WOMEN

EVENT RECAP

Thanks to our sponsors, the 16th annual (and first-ever virtual) Massachusetts Conference for Women sold out—attracting 17,000 registered attendees. There were more than 26,800 visits to sponsor booths and 27,000 visits to the networking lounge.

*Based on preliminary post-Conference survey data:

96%

of participants said the Conference met or exceeded their expectations.

85%

of participants said they feel more able to meet the professional challenges of this moment because they participated in this Conference.

*As of 1/4/21, survey data is still being collected and is subject to change.

GENERAL STATS

17,000

registrations (SOLD OUT)

13,842

participants on Conference day

5,521

additional visits during the on-demand period





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Speaker sessions and multiple networking options provided much-needed opportunities for connection, inspiration, and recalibration.

KEYNOTES

15,623

morning general session views in
Conference platform

14,672

unique afternoon session views in
Conference platform

NETWORKING

27,321

total visits to Networking Lounge

2,776

Facilitated Networking session
participants

15,854

unique visits to topic-specific
Peer Networking Chats

BREAKOUT SESSIONS

Mel Robbins / Manage Mindset

5,857 total views

Dan Heath /Upstream

5,475 total views

**Tania Katan /Creative
Trespassing** 4,530 total views

Mariana Atencio /Perfectly You

4,425 total views

**Rachel Cargle /Confronting
Injustice** 4,319 total views

Laura Huang /Edge

4,233 total views

Adml. Howard /Change

4,029 total views

Lisa Damour/ Mental Health

3,922 total views

Lisa Nichols / Leadership

3,622 total views

Debby Irving /Waking Up White

2,694 total views

Stephanie Land /Maid

2,694 total views

**Caroline A. Wanga /Code
Switching** 2,694 total views





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

PAVILIONS

16,345
total visits to Career Pavilion

14,975
total visits to
Health & Wellness Pavilion

10,316
total visits to
Education and Innovation Pavilion
[incl. 4,928 Bookstore]

7,360
total visits to
Community Connections Pavilion

21,103
total visits to WOB Marketplace

BOOTHS

26,821
total visits to sponsor booths

980
Resume Review and Coaches
Corner appointments

4,502
total Learning Burst views





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SURVEY DATA

Note: The data below provides an initial snapshot of responses received in the post-Conference survey as of 1/4/21 and is subject to change.

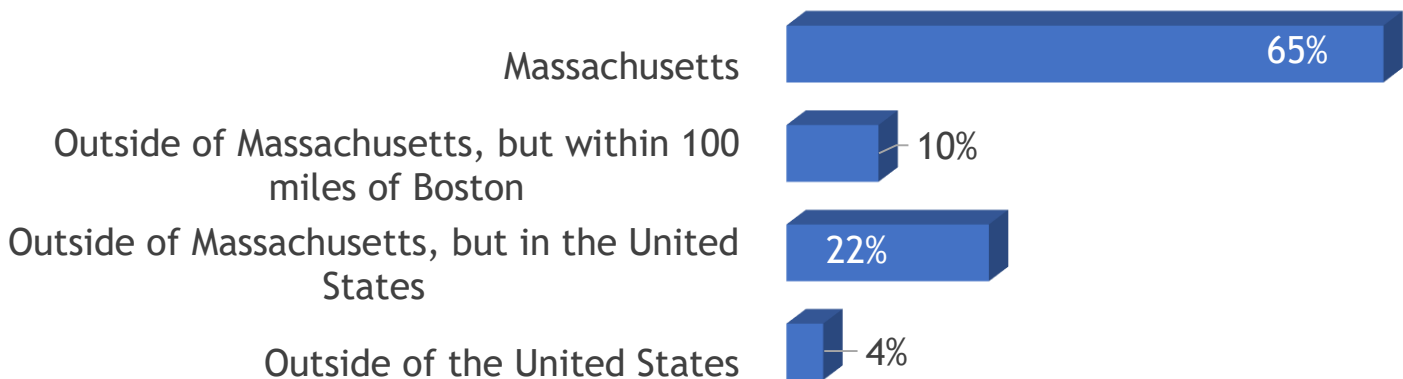
87%

of participants said “yes” or “maybe” they are more likely to consider working for a sponsor of the Massachusetts Conference for Women because of their demonstrated support for women.

83%

of participants said “yes” or “maybe” they are more likely to consider products or services from a company that is a sponsor of the Massachusetts Conference for Women.

From where did you view the virtual Conference?



How many Massachusetts Conferences for Women have you attended in the past?

