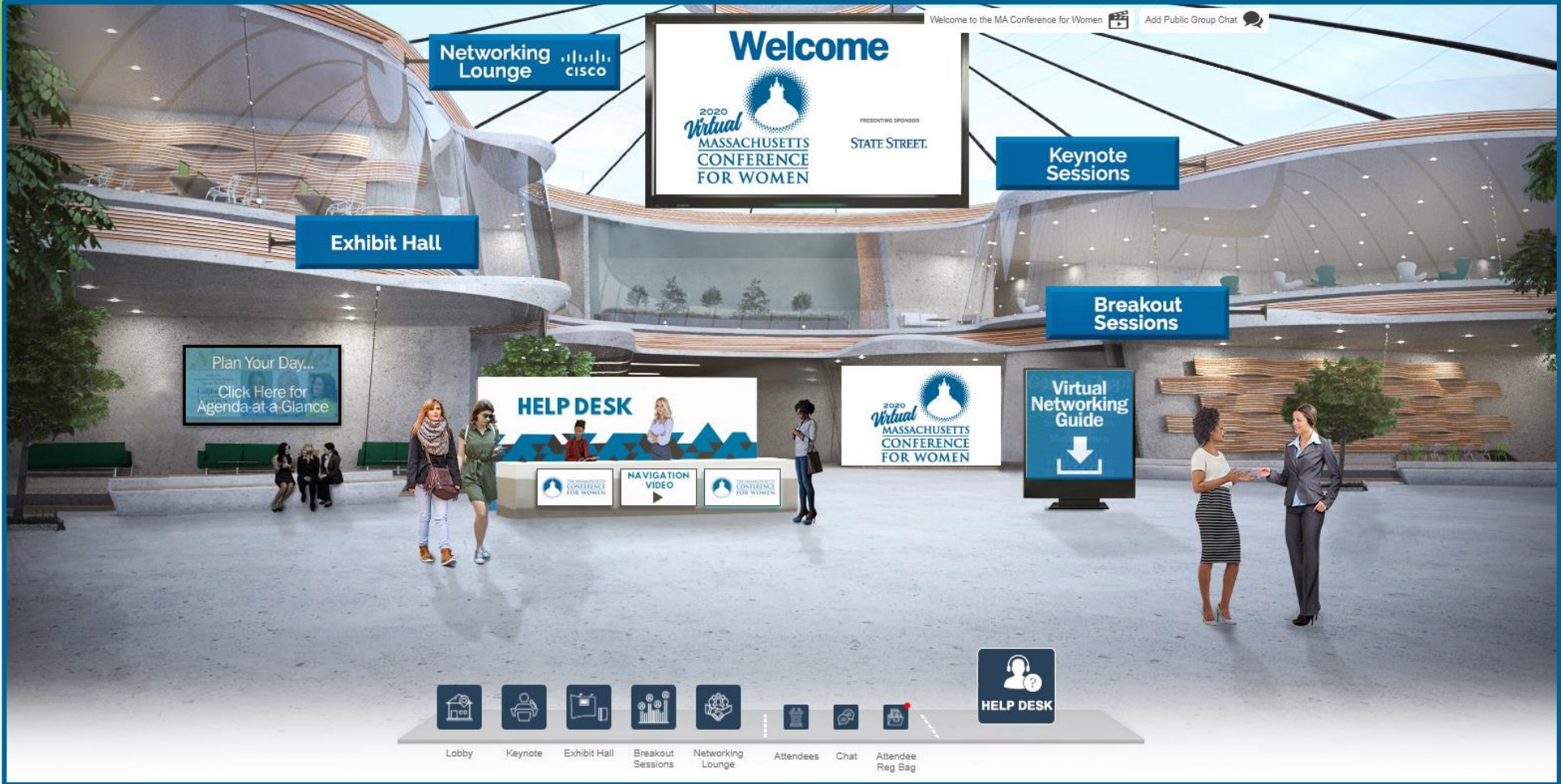




THE MASSACHUSETTS
CONFERENCE
FOR WOMEN

2020 ATTENDEE SURVEY



VIRTUAL CONFERENCE – DECEMBER 10, 2020

CONFERENCE BY THE NUMBERS



#MassWomen

- 16,694** Conference registrations
- 13,842** unique visitors on Conference day
- 5,521** additional visits during on-demand period
- 12,478** digital program booklet views
- 42,958** total visits to sponsor booths
- 4,502** total Learning Burst views
- 980** Resume Review and Coaches Corner appointments (3 times more than 2019)
- 96%** of participants said the Conference met or exceeded expectations
- 85%** of 2020 attendees said they felt better able to meet current professional challenges because they participated
- 59%** of attendees were new to the Conference this year



CONFERENCE TAKEAWAYS

What did you get out of this Conference?

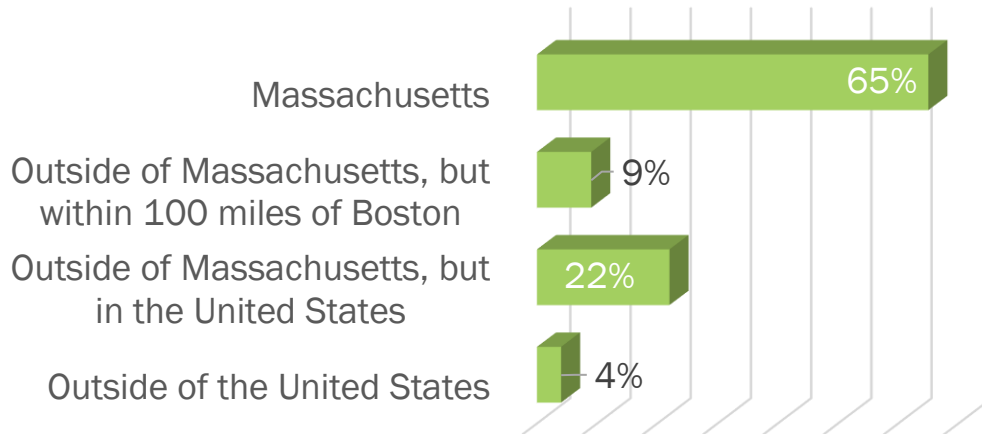
- I got a great sense of camaraderie and inspiration which I didn't know I was missing till I felt the glow of it hit.
- The conference was an inspiration at a moment when I needed that boost.
- I loved the women-owned businesses and the speakers. I learned snippets from everything I attended.
- It was great to have access to content after the conference as there is truly too much to digest in one day. I also enjoyed the networking chats.
- That the energy you bring makes all the difference in the world. It was great to see so many successful women in one place supporting each other!
- It was a great way to wrap up a challenging year and get ready for 2021. I left sessions with actionable steps I could take to improve my personal and professional life.
- A connection with other women at my office and a deeper connection with myself.
- Inspiration and a lot of great learnings about racial inequality and what I can do to make a more diverse workplace.
- I left feeling uplifted and hopeful and more powerful!
- A LOT of new knowledge around Diversity and Inclusion.
- Many new professional connections and resources for my own professional advancement, allyship, and mental health.
- Inspiration, ideas for self-improvement, and a feeling of hope.
- I learned a lot about how to be more inclusive and supportive in my company.
- Career support via the resume review and career coaching sessions.
- All of the speakers were truly inspiring. This was one of the best conferences I've attended, virtual or not (but especially virtual).



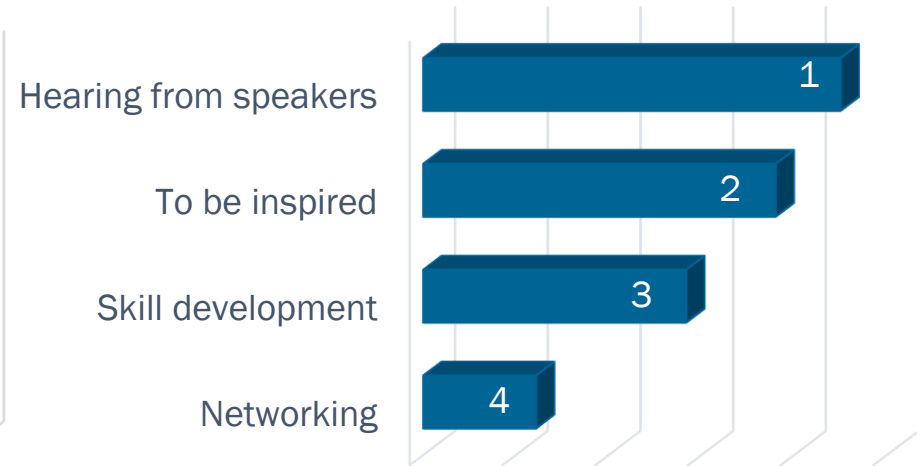
96%
said the
Conference met
or exceeded
expectations

DEMOGRAPHICS AND SURVEY DATA

From where did you view the virtual Conference?



Main Reasons for Attending



Top 5 Industries Represented

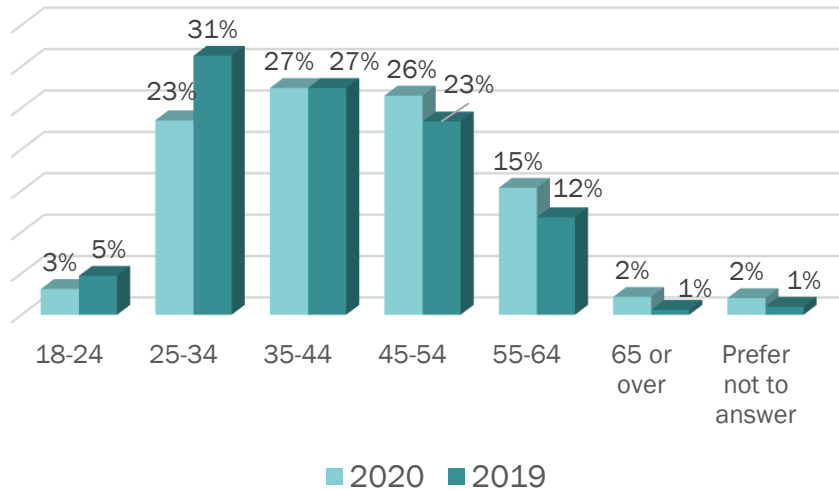
1. Computer/Software/Technology – 16%
2. Financial Services – 13%
3. Pharmaceutical – 12%
4. Healthcare – 11%
5. Education – 6%

Attendee Job Titles

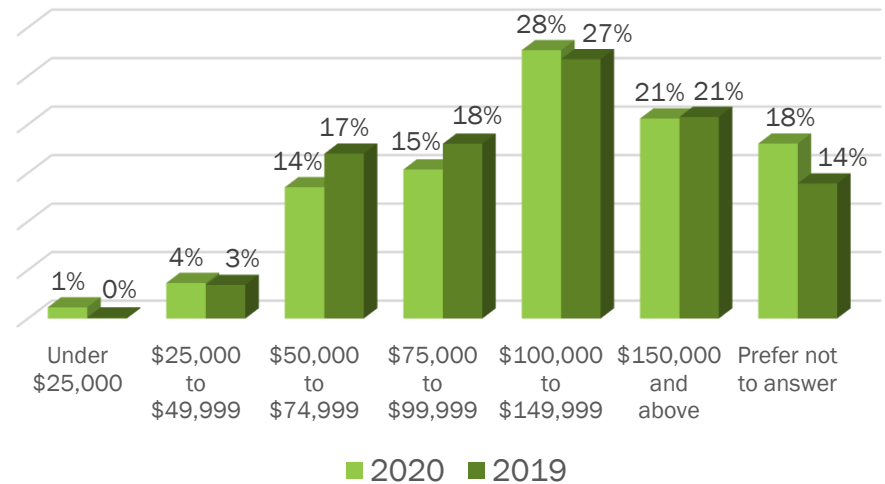
- VP, C-Suite or Owner – 8% (14% in 2019)
- Manager or Director – 47% (40% in 2019)
- Professional (Doctor, Lawyer, Teacher) – 9% (12% in 2019)

DEMOGRAPHICS

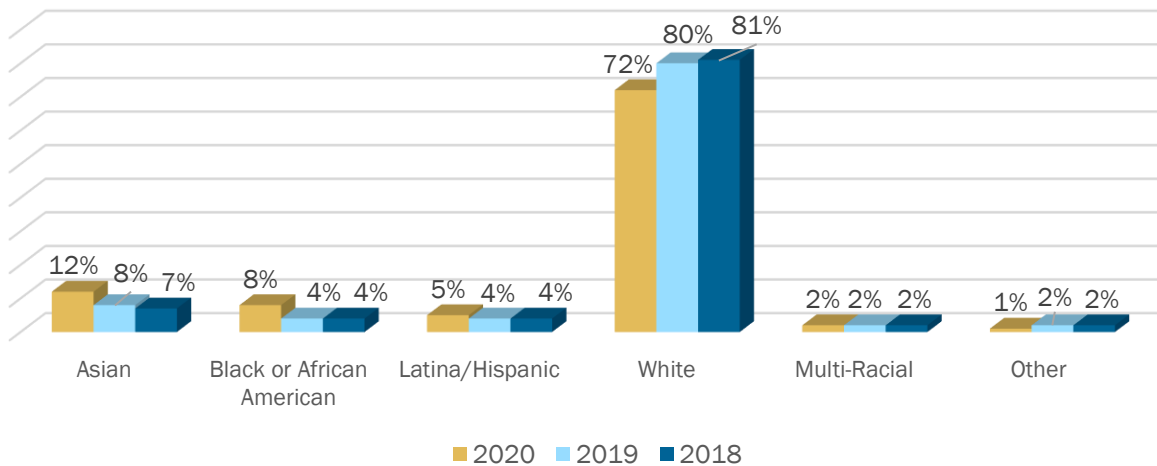
Age



Individual Annual Income



Racial Identity



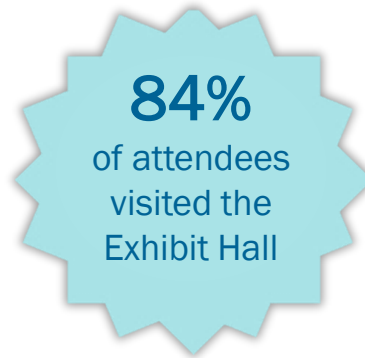
Key Racial Identity Measurements

- The number of participants identifying as BIPOC increased by 9% in two years. With increased capacity in 2020 this represents an estimated jump from 1,900 attendees in 2018 to 4,600+ in 2020 who identified as BIPOC.
- The number of participants identifying as Asian increased by 5% in two years.
- The number of participants identifying as Black doubled from 4% to 8% between 2019 and 2020 (just one year).

VIRTUAL EXHIBIT HALL

Pavilion Visits Dec 10-18

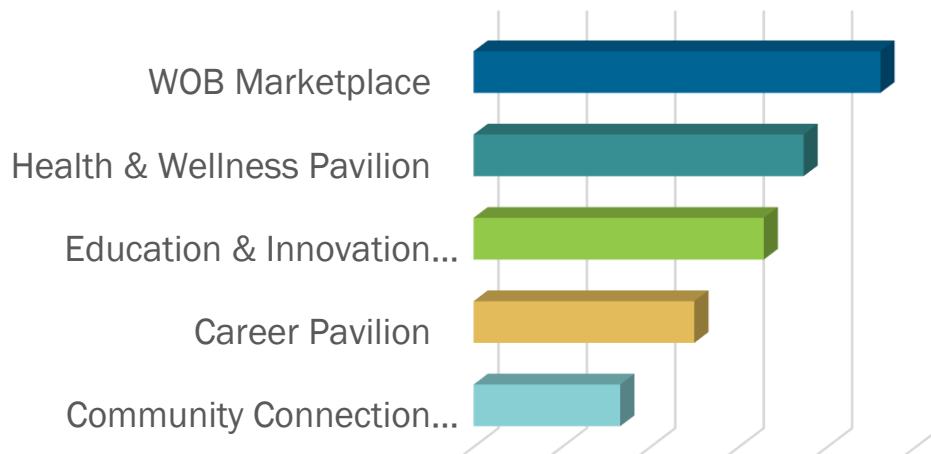
WOB Marketplace	21,103
Career	16,345
Health & Wellness	15,447
Ed & Innovation	10,316
Community Conn.	7,360



Total Booth Visits Dec 10-18

All sponsor booths	42,958
--------------------	--------

What areas of the Exhibit Hall did you find useful (check all that apply)?



Participant Feedback

- The virtual experience was excellent. The platform used was intuitive and easy to follow!
- Too hard online. I do enjoy walking around on conference days of past!
- Generally, I thought it was easy to navigate. I would like to have an easier way to pop up and see where you are and where you've been without exiting.
- I love that the interface looked like the Boston Convention Center! Very easy to navigate.
- I loved the graphics and hidden gems and presentations in the Health & Wellness Pavilion.
- I thought the Exhibit Hall set up was amazing! Nice job!
- I wished there was more time to explore!

Key Takeaways

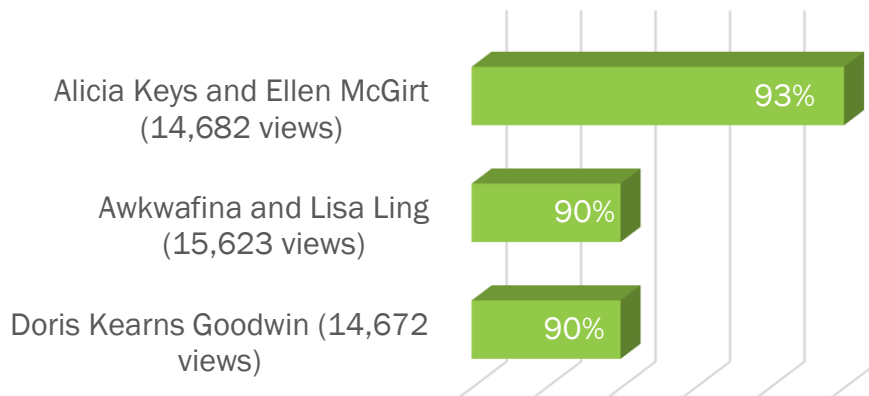
- While most found it easy to navigate the exhibit hall, a few people had challenges moving around.
- Participants appreciated the offerings within the virtual exhibit hall but prefer the in-person experience.
- Resume reviews filled up quickly even with 3x the number we offer in person. Continue to offer this as an opportunity for attendees.

SPEAKER EVALUATIONS

- ★ All three keynote speakers were very highly rated, which Alicia Keys at the top.
- ★ Confronting Injustice: Being Actively Anti- Racist with Rachel Cargle was the highest rated session during Breakout I and was also part of the new Justice, Equity, and Inclusion track.

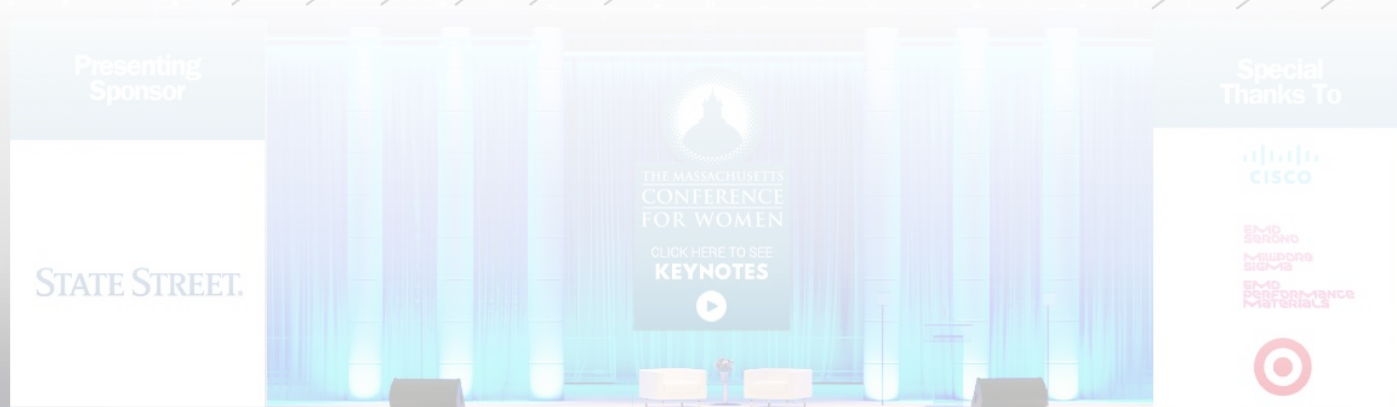
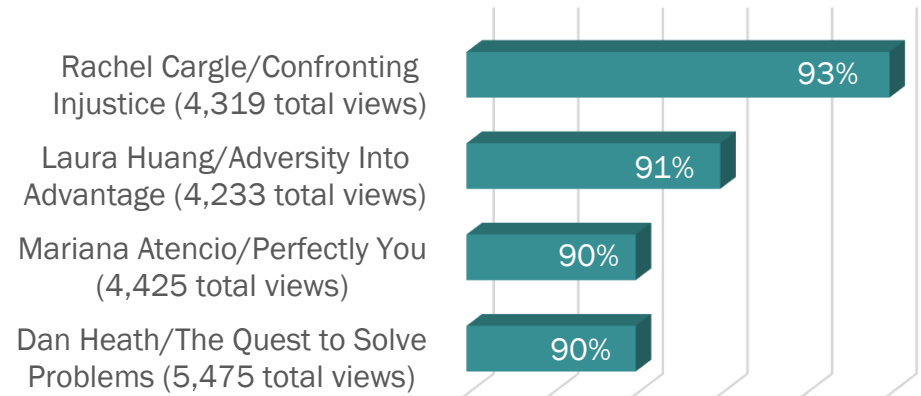
Keynote Speakers

(Great or Excellent Speaker by Rating)



Breakout Session I Speakers

(Great or Excellent Speaker by Rating)

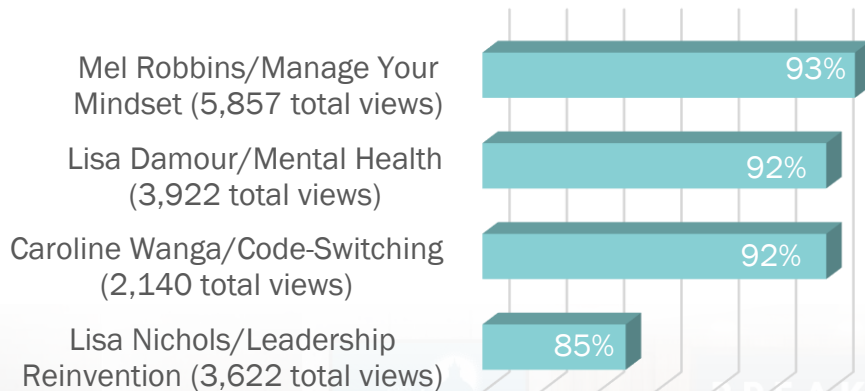


SPEAKER EVALUATIONS

- ★ **Manage Your Mindset with Mel Robbins** had the highest rating and the highest number of views of all sessions in Breakout II.
- ★ **Tania Katan's session** had the highest rating and **Admiral Michelle Howard's session** had the most attendees during Breakout III.

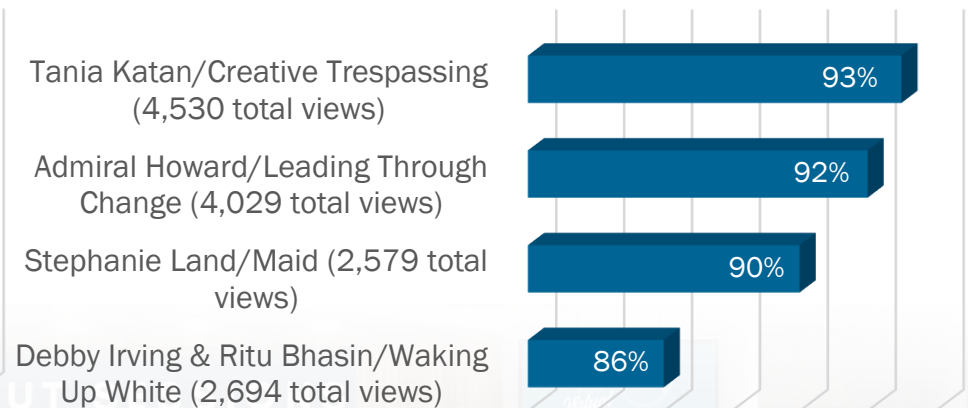
Breakout Session II Speakers

(Great or Excellent Speaker by Rating)



Breakout Session III Speakers

(Great or Excellent Speaker by Rating)



NETWORKING

28,321

visits to the
Cisco
Networking
Lounge

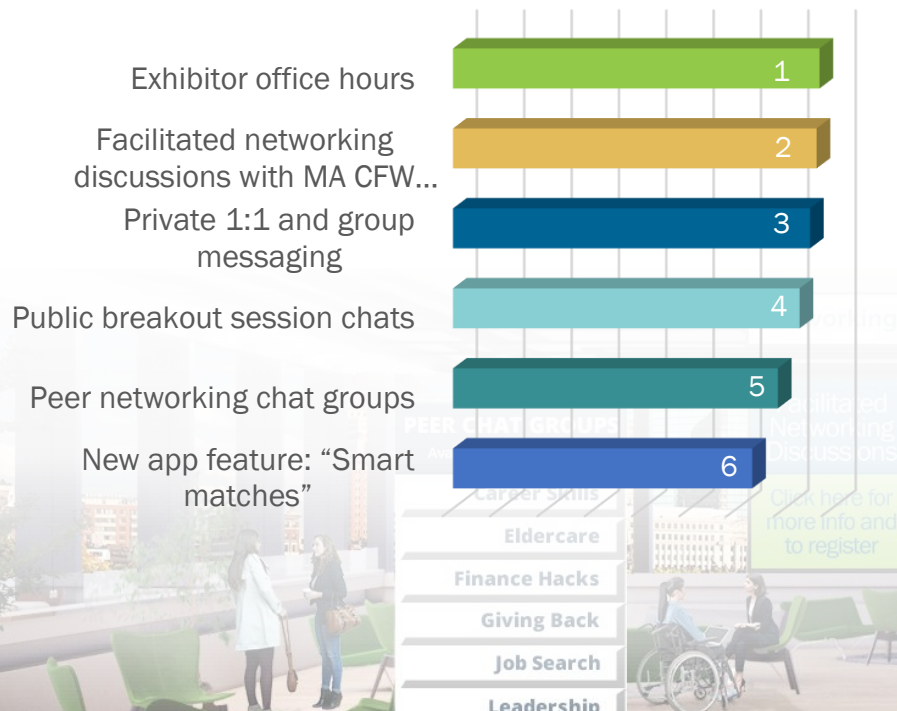
Networking Numbers

- 25,720 contributions in topic-specific peer networking chats
- 2,776 participants in facilitated networking sessions

Participant Feedback

- Thank you for offering these networking opportunities!
- I really liked the variety; I would have done the facilitated networking, but they were all filled by the start of the conference.
- I loved the posts that were visible all day.
- I think the conference did a good job about setting up ways to do this remotely, but it was still a bit of a challenge.
- Thank you for holding a Parenting session.
- I wish the groups were smaller for the Facilitated networking discussions.
- If you ever do virtual again - I would pre-register people for round-table discussions based on topic. Hard to do with 10,000 people.
- This was my first time attending this conference and it was extremely fulfilling. The speakers and networking opportunities were great.
- The virtual conference felt more personal and inclusive. It was also less stressful in many ways with no physical maneuvering.

Networking Opportunities Ranked



Key Takeaways

- Participants did appreciate the opportunity to connect with others, although many felt that networking virtually is more complicated than networking in person.
- Facilitated networking sessions filled up quickly, and attendees utilized the topic-specific peer chats in the Cisco Networking Lounge as well as the live chat options during the sessions.
- Consider allowing participants to sign up in advance for networking opportunities and allowing for smaller breakout groups as appropriate.

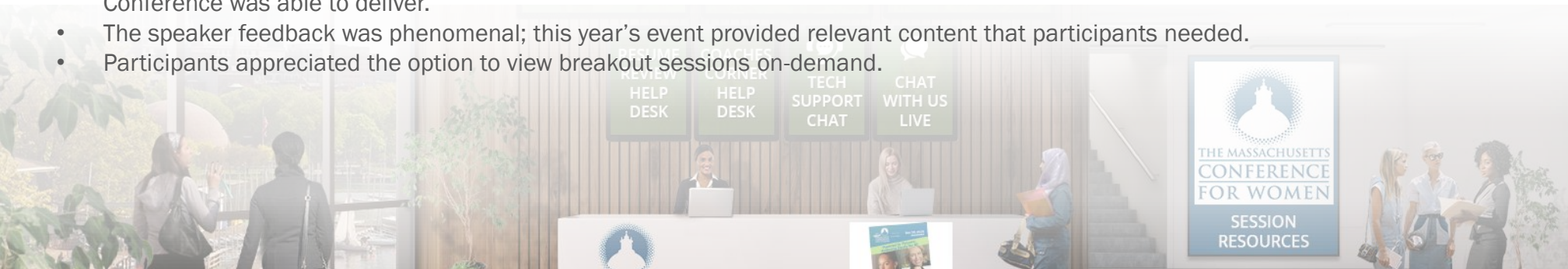
OVERALL CONFERENCE FEEDBACK

Participant Feedback

- You did a great job in presenting the conference in a virtual setting. Website was easy to navigate, and if there were issues the help desk replied almost immediately.
- This was a highly sophisticated, multi-faceted virtual offering. Much more breadth and depth than other virtual offerings I have attended this year.
- The virtual format was better than expected.
- I was pleasantly surprised by how smooth everything went. Kudos to the planning team for excelling in an unprecedented time.
- Was very happily surprised at the amount of attendee engagement you were able to foster in a virtual setting.
- Even virtually there was a fabulous vibe.
- I had never been to the conference before and I did not know what to expect. I thought it was so inspiring!
- I loved the new racial justice & inclusivity track!
- Overall great job for a virtual conference!
- I was hesitant about the virtual conference, but it was well organized and had OUTSTANDING sessions. It was also a huge bonus to be able to take advantage of all sessions recorded.
- I had high expectations after attending last year, and the team surely delivered a spectacular event. I think the content and speakers authentically addressed the challenges that 2020 has thrown at us from the heart which really added to the success of the event.
- This was my first time attending. I was so grateful to have access to these brave, brilliant speakers, who are sharing their stories for the benefit of others.
- The speakers were amazing!

Key Takeaways

- While participants would prefer a physical event, attendees were very pleased (many surprised) at the positive impact the virtual Conference was able to deliver.
- The speaker feedback was phenomenal; this year's event provided relevant content that participants needed.
- Participants appreciated the option to view breakout sessions on-demand.



2020 SPONSORS

Thank You!

PRESENTING SPONSOR

STATE STREET

CO-CHAIR SPONSOR

EMD
SERONO

MILLIPORE
SIGMA

EMD
PERFORMANCE
MATERIALS

OFFICIAL LIFESTYLE PARTNER



OFFICIAL NETWORKING SPONSOR



CORPORATE SPONSORS



CONTRIBUTING SPONSORS



PATRON SPONSORS



MEDIA SPONSORS



- ★ More than 84% of survey respondents 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.
- ★ More than 82% of survey respondents 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.