

2021 EVENT RECAP

Thanks to our sponsors, the inaugural VIRTUAL California Conference for Women was a tremendous success! The event attracted approximately 7,200 registered attendees (exceeding previous in-person attendance for West coast events), garnered over 20,000 visits to sponsor booths, and welcomed more than 10,000 visits to the Cisco networking lounge.

Attendee feedback on Conference day was overwhelmingly positive with speakers like Stacey Abrams, Dr. Jane Goodall, Ursula Burns, and Glennon Doyle inspiring and motivating Conference participants. The following statistics provide a summary of the event's success on Conference day and during the "on-demand" viewing period which has now closed.

GENERAL STATS

7,263

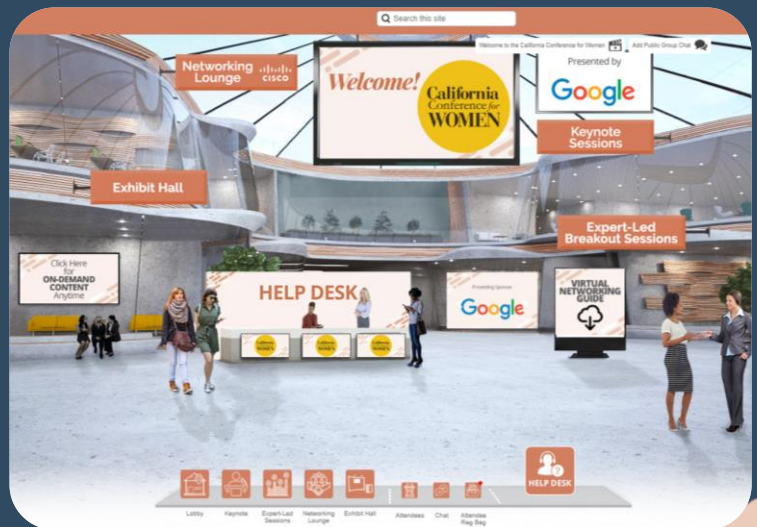
Conference registrations

1,580

additional unique visits during
on demand period
from March 5 – March 31

20,902

visits to sponsor booths on
Conference day and during
on demand period



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

KEYNOTES

8,021

morning session attendees

6,140

afternoon session attendees

NETWORKING

11,080

total visits to Networking Lounge

1,472

Facilitated Networking Session participants

7,124

unique visits to topic-specific Peer Networking Chats

EXPERT-LED SESSIONS

Adam Grant / Think Again

3,368 total views

Jen Sincero / Building Badass Habits

3,240 total views

Hermia Ibarra / Act Like a Leader

3,173 total views

Glennon Doyle / Untaming Your Career

2,710 total views

Linda Raynier / Grow & Transition

2,267 total views

Nina Shaw / Breaking Barriers

2,144 total views

Dr. Emily Nagoski / Burnout & Recovery

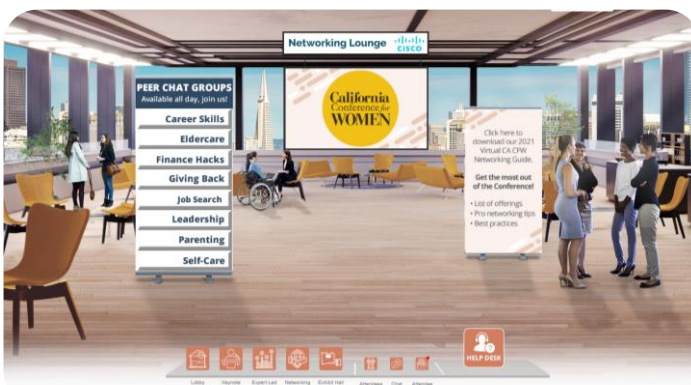
2,091 total views

Daisy Auger-Dominguez / Inclusion Revolution

1,335 total views

Julie Lythcott-Haims / How to Raise an Adult in Times of Crisis

1,295 total views





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

PAVILIONS

10,532
total visits to Career and Technology Pavilion

9,749
total visits to Community & Learning and Health & Wellness Pavilion [incl. 1,900 Bookstore]

4,693
total visits to WOB Marketplace

BOOTHS

20,902
total visits to sponsor booths

850+
Resume Review and Coaches Corner appointments

3,828
total Learning Burst views

