



LEARNING BURSTS

OVERVIEW:

Learning bursts are five-minute, pre-recorded sessions that are accessible on-demand in the virtual exhibit hall. Each session features one speaker addressing a focused career OR health/wellness related topic*. Sessions are designed to offer attendees bite-sized, actionable takeaways that they can easily implement. The use of slides is not permitted. To ensure a positive attendee experience and consistency, the format of these sessions must remain uniform, and therefore we are unable to accommodate change requests. Example [HERE](#)

**Please refer to the TOPIC section enclosed for a list of topics and instructions on the selection process.*

PROCESS:

What follows is a summary of steps involved for producing the Learning Burst from ideation to completion:

- Identify an executive within your organization as the Learning Burst speaker and review the details enclosed so she understands what is involved.
- Review the enclosed list of topics and submit your selection to the CFW team. Topics will not be repeated and are first-come first serve so we encourage you to make your selection as soon as possible and before the designated deadline outlined below.
- Submit speaker name, contact information, bio (150-200 words) and a high-resolution headshot to the CFW team by the designated deadline outlined below.
- Work with the CFW team to schedule a Speaker Prep Call and a Recording Session.
- Participate in Speaker Prep Call with a member of the CFW program team. During this call we will review the recording process/logistics, answer questions, and discuss content with the speaker to ensure the speaker's prepared remarks align with the goal of the session and topic.
- Record Learning Burst via StreamYard (details regarding the recording process are enclosed below).
- CFW reserves the right to edit recordings so that they best meet the needs of our attendees, adhere to the format and stay within the allotted time frame. Upon request, we can share the final video for your reference only; additional edits are not permitted.
- Edited Learning Burst will be uploaded to the event platform for on-demand viewing on Conference Day and during the on-demand viewing period.

- Learning Burst may be shared with the broader conference community via social media post-Conference. A copy will be shared with you for internal or external sharing on social media.

DEADLINES:

Select topic* and submit speaker name, bio, headshot and contact information to the CFW team:

TX: 7/13/21

PA: 8/16/21

MA: 9/15/21

CA: 12/17/2021

**Please refer to the TOPIC section enclosed for a list of topics and instructions on the selection process.*

Record Learning Burst:

TX: 8/2/21

PA: 9/3/21

MA: 10/1/21

CA: 1/21/2022

NOTE: If you are unable to meet the above deadlines, we cannot guarantee inclusion of your Learning Burst in the event. CFW may still be able to share the Learning Burst with the conference community via social media.

RECORDING DETAILS:

CFW will produce the recordings remotely and guide you through the process by providing helpful tips to showcase your speaker around lighting, sound, overall shot/frame and troubleshoot should any issues arise. Learning Bursts will be recorded on the Streamyard platform which can be easily accessed via a URL provided by our team. In addition to the speaker, you can have 1-2 members of your team join “backstage.” In preparation for recording, it is important to note the following:

- Speaker must be hard-wired via an Ethernet cable and not on Wi-Fi;
- Speaker should come to the recording camera ready;
- Speaker should rehearse remarks several times before the day of recording;
- If using the equipment kit provided by CFW, please ensure that the Speaker sets up and tests the equipment in advance.

TOPICS & SELECTION PROCESS:

Topics for Learning Bursts have been identified based on specific feedback from our community. Topic selection is first-come, first-serve, and topics will not be repeated, so we encourage you to make your selection as soon as possible. Once we have confirmed your topic, the CFW team will work with you to tailor it to your goals as an organization and to your speaker's expertise.

Career Learning Bursts

As a successful professional and leader in your company, your executive will offer invaluable, real-world strategies to women seeking to grow their careers. Please select a topic from the list below, which has been curated based on audience feedback:

- ☐ Developing influence, building trust, or leading from where you are
- ☐ Creating growth opportunities & jumpstarting your career
- ☐ Lessons learned from a career pivot or re-entering the workforce
- ☐ Strategies for job seeking or interviewing right now
- ☐ How to manage multiple roles in life and at work
- ☐ Succeeding professionally when you are in the minority
- ☐ Top tips for salary negotiation
- ☐ Solutions for digital fatigue or overwhelm
- ☐ Building a meaningful network
- ☐ How to become or find a mentor or sponsor
- ☐ How to grow as a manager or improve your leadership skills
- ☐ Communicating effectively while working remotely
- ☐ Building self-confidence, avoiding imposter syndrome, speaking up, executive presence
- ☐ Learning to better manage change

Health & Wellness Learning Bursts

Hearing from a leader in your company or even a scientist or researcher will provide the audience with genuine strategies for improving their health and well-being. Please select a topic from the list below, which has been curated based on audience feedback:

- ☐ Tips for time management, avoiding burnout and setting boundaries between home and work
- ☐ Improving mental health, managing stress or building resilience
- ☐ Strategies for supporting caregivers, including parents and those providing eldercare
- ☐ Practices for mindfulness, compassion, or finding joy
- ☐ Nutrition and fitness tips
- ☐ Women's health and screenings (e.g. understanding heart disease, breast cancer awareness, etc.)