



Key Metrics

The California Conference for Women attracted 8,782 registered attendees in 2022 - representing a year over year increase of 21%. Initial attendee feedback has been phenomenal.

95% of attendees said the Conference met or exceeded their expectations.

87% of attendees said they felt better able to meet current professional challenges because they participated in the Conference.

"I knew I needed to be here but didn't really understand just how much I NEEDED THIS!!!! THANK YOU."

- 2022 Conference Attendee



KEYNOTES

5,815

AM Conference Day Unique Views

5,177

PM Conference Day Unique Views

BREAKOUT SESSIONS

BO1: Jenn Lim / Authentic Leaders
3,172 Conference Day Unique Views

BO1: Molly Tschang / Say It Skillfully
3,820 Conference Day Unique Views

BO1: Payal Kadakia /Get Unstuck
2,621 Conference Day Unique Views

BO2: Mallika Chopra / Leadership
2,691 Conference Day Unique Views

BO2: Zakiya Dalila Harris /Othering
2,300 Conference Day Unique Views

BO2: Wendy Suzuki / Good Anxiety
3,748 Conference Day Unique Views

BO3: Amy Edmondson / Psychological
Safety at Work
1,839 Conference Day Unique Views

BO3: Dorie Clark / The Long Game
2,740 Conference Day Unique Views

BO3: Amanda Ripley / Breaking Spell
1,821 Conference Day Unique Views



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

EXHIBIT HALL

3,925

Visits to Lifestyle & Learning Hub

3,938

Visits to Career Hub

2,161

Visits to Women Owned
Business & Community Hub

SPONSOR BOOTHS

13,750

Total visits to sponsor booths

4,381

Visits to the Learning Stage

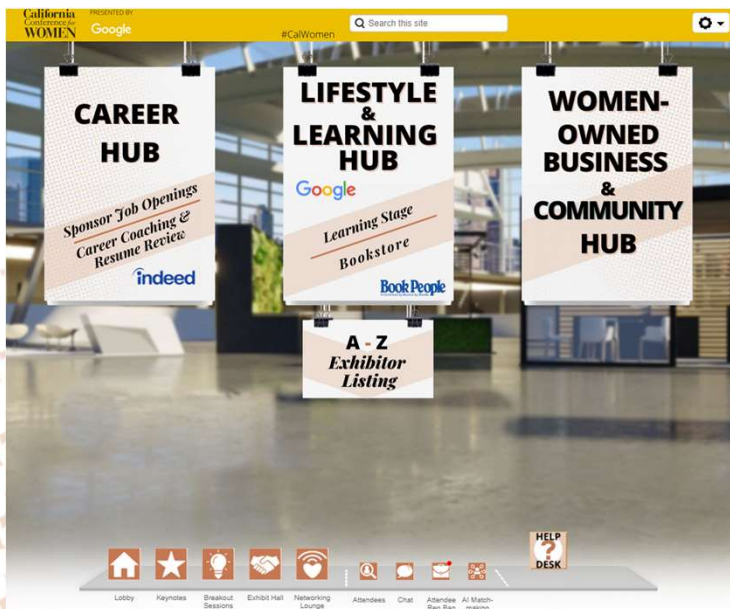
NETWORKING

6,256

Visits to the Networking Lounge

934

Facilitated Networking
Session Participants

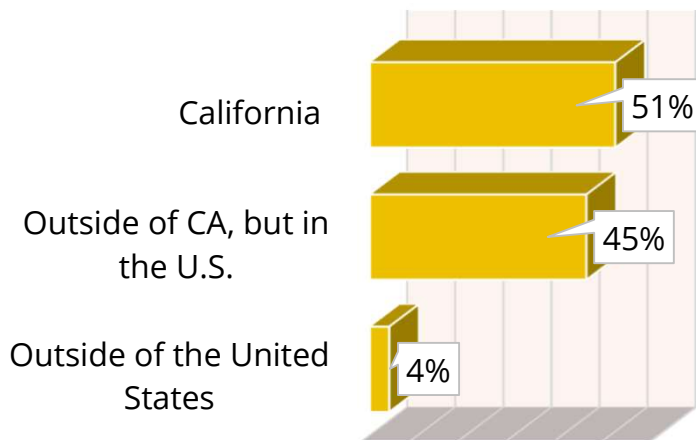




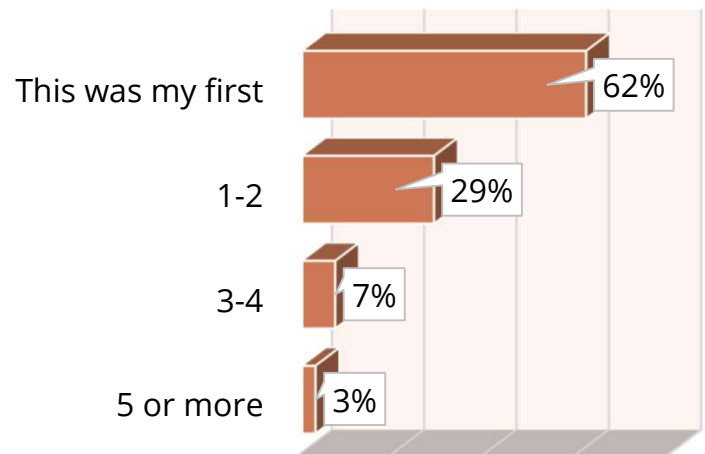
Survey Data

The data below provides an initial snapshot of responses received in the post-Conference survey as of 3-3-22. As the survey has not yet closed, the data represented is subject to change.

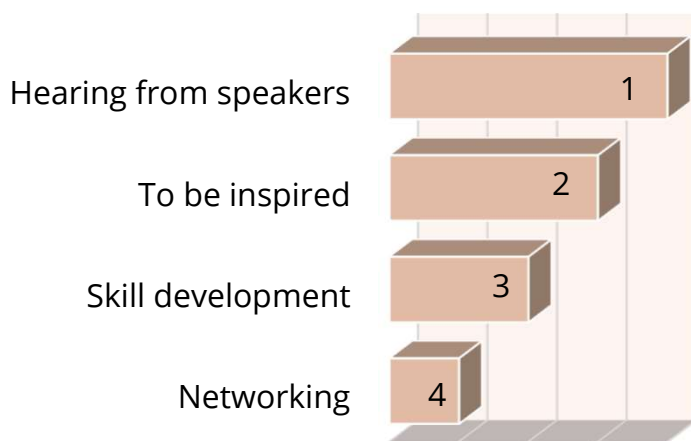
FROM WHERE DID YOU VIEW THE VIRTUAL CONFERENCE?



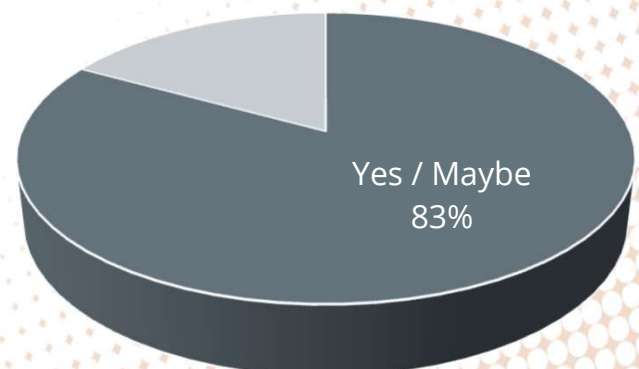
HAVE YOU EVER ATTENDED ANY OTHER CFW EVENT?



WHAT ARE YOUR MAIN REASONS FOR ATTENDING?



ARE YOU MORE LIKELY TO CONSIDER WORKING FOR A SPONSOR BECAUSE OF THEIR SUPPORT FOR WOMEN?



We were pleased to introduce a NEW Virtual Career Fair this year to help women connect with top companies in California that are hiring. The event was free with advance registration. It was promoted through our media and community partners. The event was successful with more than 1,200 registered attendees and enthusiastic engagement between companies and job seekers throughout the Career Fair. Highlights include:

- 1,268** registered attendees
- 791** resumes sent to recruiting sponsor companies
- 157** average interactions per staffed Career Fair booth

INITIAL ATTENDEE FEEDBACK

- "The Ask the Recruiter sessions were interesting and informative."
- "Great advice for interviews."
- "I really appreciated this event and benefitted!"

INITIAL RECRUITER FEEDBACK

- "Very user-friendly [platform]."
- "It's been a steady stream of candidates which has been great!"
- "I've been impressed. I have a candidate already I think could be a strong fit for one of our openings."

