

2022 Attendee Survey



PRESENTED BY
Google

March 2, 2022

Renew. Reconnect. Re-ignite.



Brené Brown

Dolores Huerta

Mary J. Blige



Aminatou Sow

Andra Day

Eva Longoria

Ellen McGirt

#CALWOMEN

Key Metrics

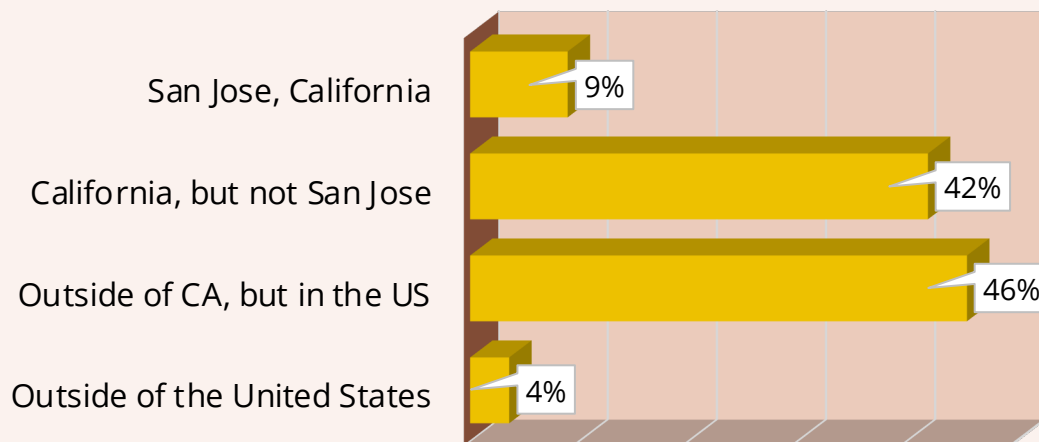
- **8,782** Conference registrations (a 21% increase over 2021 virtual event/a 41% increase over 2020 in-person event)
- **6,708** unique visitors on Conference Day
- **1,669** digital program booklet views
- **14,168** total visits to sponsor booths
- **4,642** total visits to the Learning Stage
- **804** Resume Review and Coaches Corner appointments
- **61%** of 2022 attendees had never attended a Conference for Women event before
- **86%** of 2022 attendees said they felt better able to meet current professional challenges because they participated in the Conference
- **83%** of attendees are more likely to consider working for a sponsor because of their support
- **74%** of attendees are more likely to consider products or services from a Conference sponsor



95%
of attendees
said the Conference
met or exceeded
expectations!

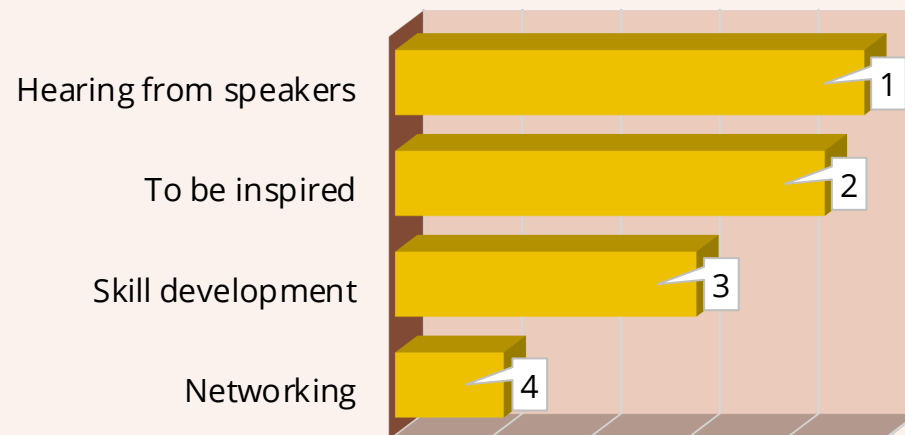
Demographics

FROM WHERE DID YOU VIEW THE VIRTUAL CONFERENCE?



Note: 55% of 2021 attendees viewed the Conference from CA.

WHAT ARE YOUR MAIN REASONS FOR ATTENDING THE CONFERENCE?



ATTENDEE JOB TITLES

- VP, C-Suite or Owner – 13% (10% in 2021)
- Manager or Director – 40% (47% in 2021)
- Professional (Doctor, Lawyer, Teacher) – 12% (8% in 2021)

TOP 5 INDUSTRIES REPRESENTED*

1. Technology/Infrastructure/Data Services – 35%
2. Healthcare/Life Sci/Biotech – 21%
3. Finance/Bank/Insurance – 8%
4. Engineering – 8%
5. Education – 5%

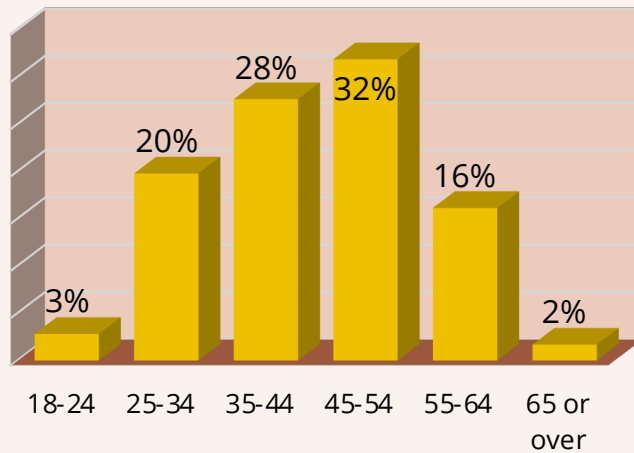
* The top three industries in 2021 were (in order) Computer/Software/Technology, Pharmaceutical/Healthcare, and Financial Services.

FUNCTIONAL AREA OF BIZ

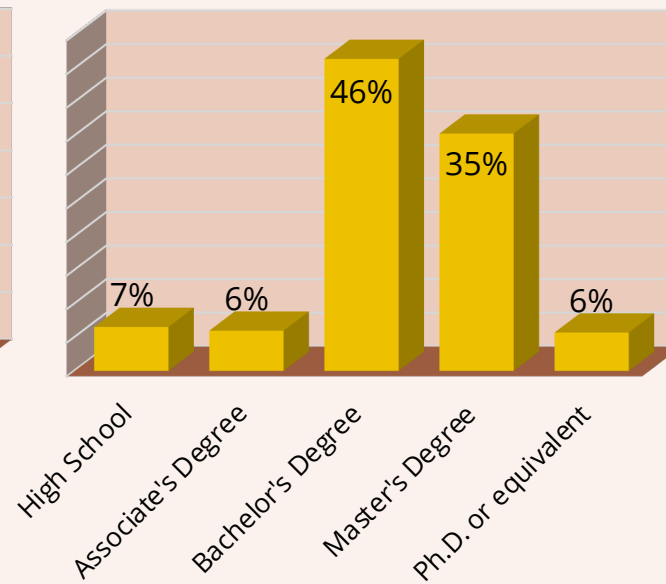
1. Engineering – 10%
2. Operations – 10%
3. HR/ Talent – 8%
4. Project Management – 8%
5. Administration – 7%
6. Information Tech – 7%
7. Sales – 7%
8. Accounting/Finance – 6%
9. Strategy, R&D – 6%
10. Marketing – 6%

Demographics

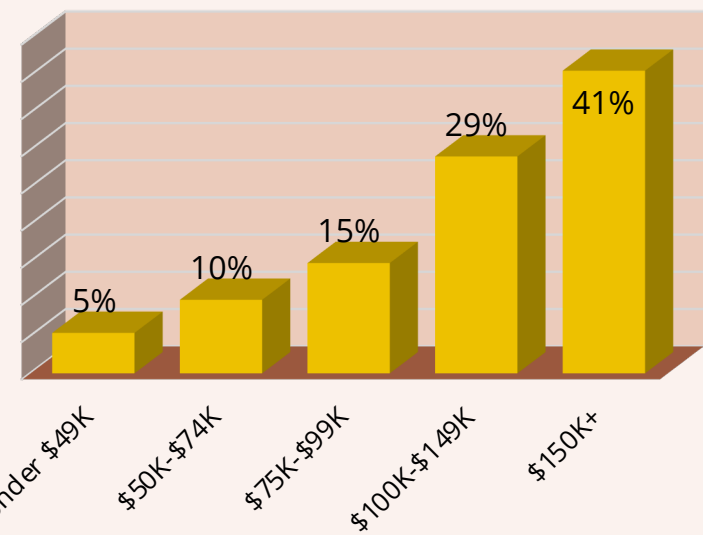
AGE



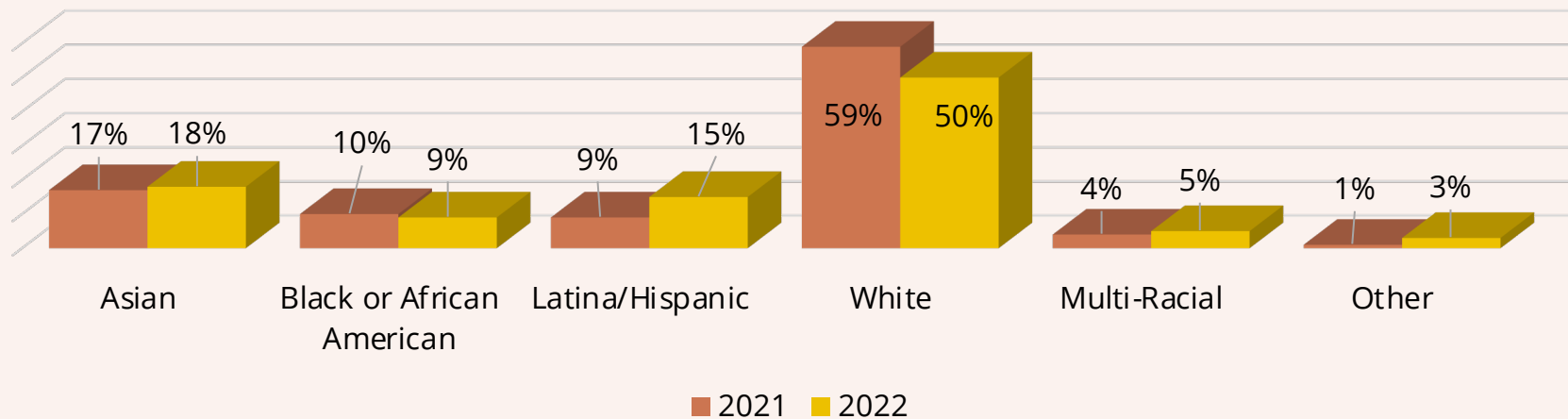
EDUCATION



INDIVIDUAL INCOME



RACIAL IDENTITY



Virtual Exhibit Hall

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

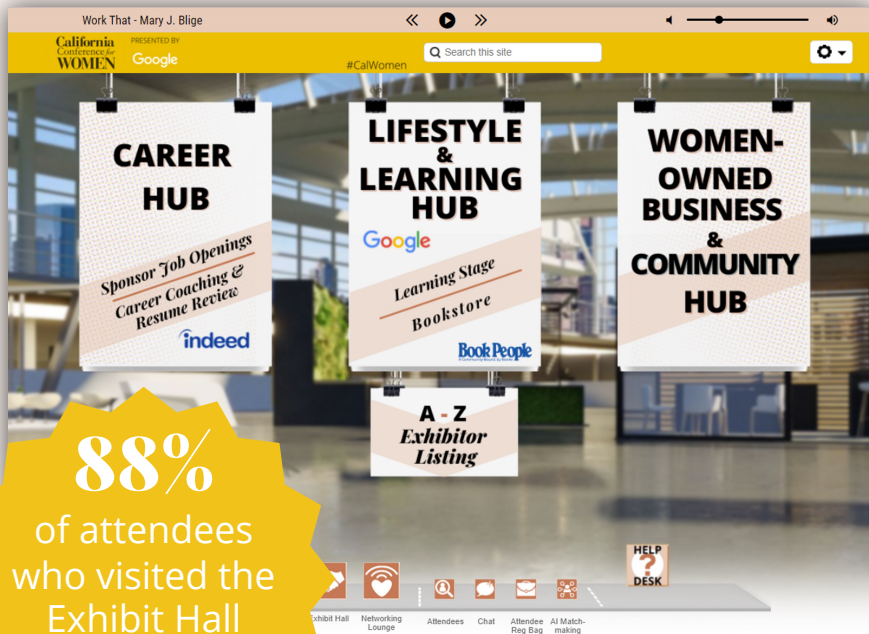
- **14,168** total visits to **Sponsor Booths**
- **4,119** visits to **Lifestyle & Learning Hub**
- **4,068** visits to **Career Hub**
- **2,212** visits to **WOB & Community Hub**
- **1,534** visits to **Conference Bookstore**
- **4,642** visits to **Learning Stage**

PARTICIPANT FEEDBACK

- "The Exhibit Hall was easy to navigate. I appreciated the opportunity to have more than one day to engage with the exhibitors."
- "I absolutely loved the Career Hub. I met with a Resume Reviewer and Career Coach this past week and their feedback was outstanding. I am so thankful that you provided this resource during the conference."
- "Learning bursts were great! Tidbits of insightful knowledge/wisdom without a high demand on your time. Love that you can access it, as well as pause, at anytime and at your own pace."
- "For a second, it didn't feel like a 'virtual' exhibit hall; really amazing set up. Also, big fan of the virtual photo booth - it was a fun touch (and yes, I'm already using my picture for my Zoom profile)."

KEY TAKEAWAYS

- The Exhibit Hall was organized and easy to navigate.
- Attendees loved the learning bursts for their timeliness, relevance, snackability, and ease of access – both on Conference day and on-demand.
- The bookstore was a popular destination. May want to offer discounts for multiple purchases and some context around pricing variance vs. mass booksellers.
- Experiencing the Exhibit Hall was more difficult on mobile.

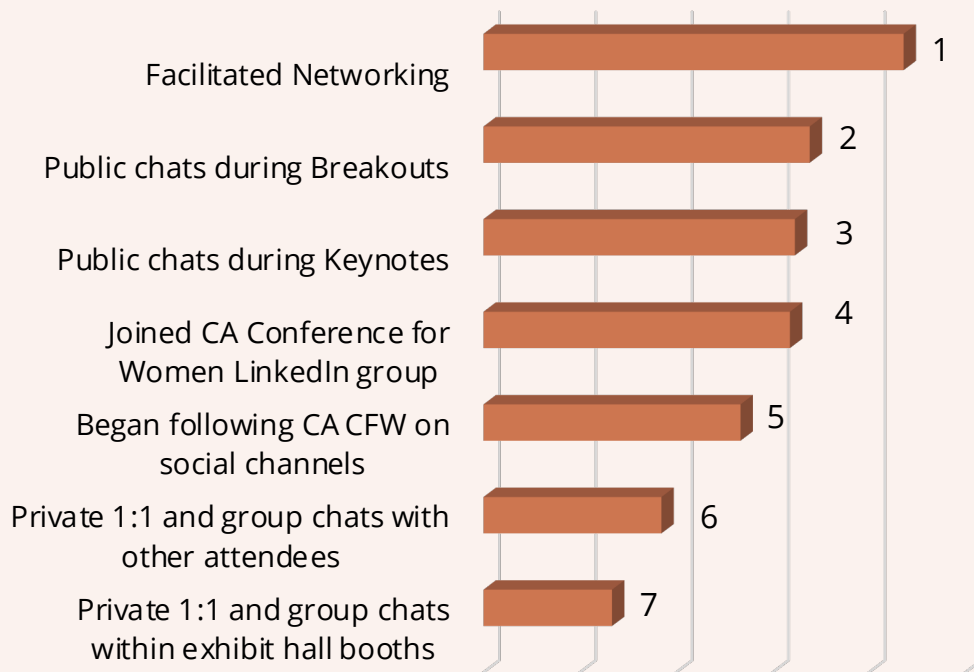


Networking



- **6,379** Visits to **Cisco Networking Lounge**
- **877** **Networking Guide** views
- **934** **Facilitated Networking** participants*

NETWORKING OPPORTUNITIES RANKED
(Valuable or Extremely Valuable by Rating)



*FNS registrations reached 69% of capacity. 2 of 8 sessions filled up (both morning sessions). 68% of people who registered for FNS attended their session.

PARTICIPANT FEEDBACK

- "I connected with several peers and new contacts during/after the conference. Very helpful."
- "The facilitated networking was extremely informative. Even more helpful were the notes afterwards which included everyone's LinkedIn so I was able to follow up and network with others and stay connected."
- "I especially loved the WebEx rooms where we learned from one another."
- "Smaller breakouts so there is more time to get to know each other."
- "It was difficult to know anything about the virtual participant beyond their title and company, to know if there would be shared interest."

KEY TAKEAWAYS

- Facilitated Networking Session topics were spot on. Some attendees expressed interest in getting to know session leaders and fellow participants even better through additional discussion questions.
- Attendees appreciated the chance to network, but wished for more – more time in Facilitated Networking Sessions, more interaction in the Networking Lounge, and more specific matchmaking.
- Some felt that the public chats moved too quickly to read or share comments of their own, and others found the public chats distracting.

Speaker Evaluations

KEYNOTE SPEAKERS (Great or Excellent by Rating)

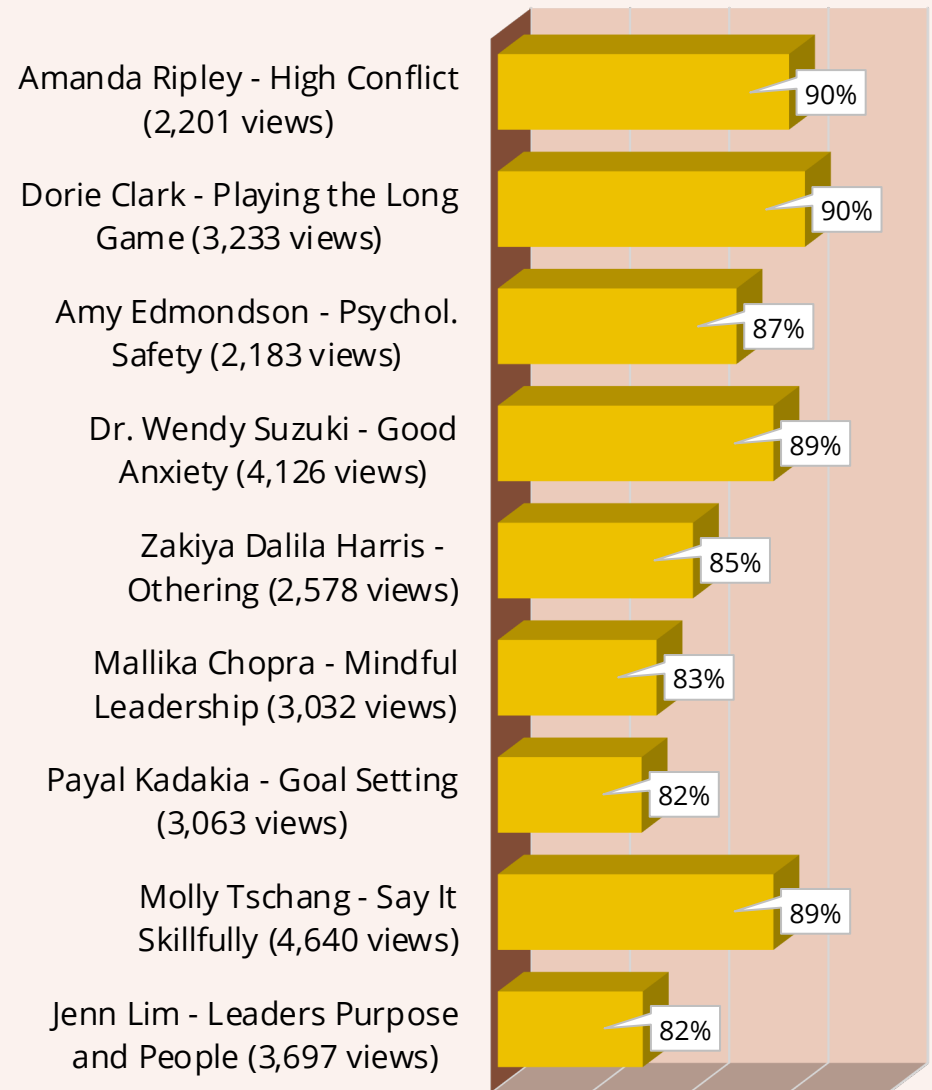


PARTICIPANT FEEDBACK

- "So much of what they spoke about resonated with me, I felt seen and understood."
- "This was a much needed message that needs to be amplified. It was relevant and on point."
- "Brené had so many wonderful things to share and she was so vulnerable."
- "Dolores was very inspiring and it was great to have such a diverse pool of speakers!"
- "Another open, authentic, and honest conversation about topics that are universal to all women. Fabulous."

*Note: The Virtual Conference format supports a smaller number of more notable speakers for breakout sessions; therefore, the ratings tend to be high.

BREAKOUT SESSION SPEAKERS (Great or Excellent by Rating)*



Overall Feedback

PARTICIPANT FEEDBACK

- “WOW! The visual appeal and most importantly the organization of the virtual conference far exceeded my expectations.”
- “I have attended several virtual conferences related to professional and personal development for women and this conference topped the cake. I felt loved, honored, and appreciated.”
- “This is exactly what I didn’t realize I needed.”
- “The topics and the technology worked seamlessly.”
- “The networking sessions were a great way to connect with others.”
- “The amount of dedication and interaction available at the conference was astounding!”
- “I really appreciate that I now have access to watch the recordings of the breakout sessions that I didn’t attend live. It was hard to choose just one to attend!”
- “I was inspired, rejuvenated and empowered. I had no idea what to expect but this was beyond anything I could imagine.”

KEY TAKEAWAYS

- Most people did not expect to *feel* so much at a virtual event – so inspired, motivated, and connected – and appreciated this unexpected takeaway.
- Busy attendees appreciated not only the content, but the efficient ways that resources were shared – easy downloads of speaker materials, highly valuable and at the same time concise learning bursts, and self-paced on demand access.
- The diversity and variety of speakers were refreshing.
- 61% of attendees were new to the Conference.
- Attendees embraced the Conference’s networking offerings, and would love to see even more opportunities to connect.
- Those who were not in the market for a career change found it harder to engage with some exhibitors.
- Many liked the Q&A keynote format, but others would have preferred talk-style keynotes instead.
- Most felt the topics were spot-on, while others expressed fatigue around pandemic-related perspectives.

Thank You, Sponsors!

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