



Learning Bursts

OVERVIEW: LIVE LEARNING BURST

This is a unique opportunity for a woman in a leadership role to be featured as a speaker (approximately 20 minutes in length plus 5 minutes Q&A) on the Learning Stage in the Interactive Hall. The Conference Program Director will collaborate with your team to identify topic(s) to best engage attendees based on the selected speaker's area of expertise and to select the best time of day (based on logistics and potential audience draw). Speaker will be prominently promoted with a headshot and bio on the Conference website and in Conference program.

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.
- Participate in Speaker Prep Call with a member of the CFW program team. During this call we will review the 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.

OVERVIEW: RECORDED LEARNING BURST

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 Recorded Learning Burst from ideation to completion. Please note, this process includes the steps above as well:

- 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.

SPEAKER FORM/TOPICS DEADLINES: Submit speaker form by the deadlines below for each speaker role under your sponsorship for either the live and/or virtual event. Form contains topics to choose from.

PA: 8/15/23

TX: 9/8/23

MA: 10/2/23

CA: 11/15/23

Recorded Learning Burst Due By:

ALL CONFERENCES: 12/15/23

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.

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.

Learning Bursts

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

- Ways to Jumpstart Your Career
- How to Make a Career Pivot
- Corporate Culture and Employee Engagement
- Bringing Joy and Fun to the Workplace
- Workload Overload and Setting Boundaries
- Managing Challenging Employees/Difficult Personalities
- Leading Through Recession (or Change)
- Strategies to Effectively Lead Men
- Leading Millennials/Multigenerational Workplace
- Caregiving and Balance
- Navigating Ageism
- Succeeding Professionally When You Are in the Minority
- Business Acumen Skills (how to read a P&L, EBITDA, etc.)
- Financial Planning/Retirement
- Self-Care/Prioritizing Women's Health
- Mindfulness
- Neurodiversity in the Workplace
- Negotiation for Flexibility
- Navigating a Hybrid Workplace
- Lift-Off: Developing a Business Plan, Finding Investors, Getting Your Company Off the Ground