

California
Conference *for*
WOMEN

2024

ATTENDEE SURVEY EVALUATION



KEY METRICS

4,620 Conference registrations
(vs. 2,040 in-person attendees in 2023)

34,592 Digital program views
(vs. 8,657 views in 2023)

218 Coaches Corner appointments

189 Resume Review appointments

91 % of attendees who said they would attend a future Conference or recommend it to someone else

73 % of attendees never attended a California Conference for Women event before

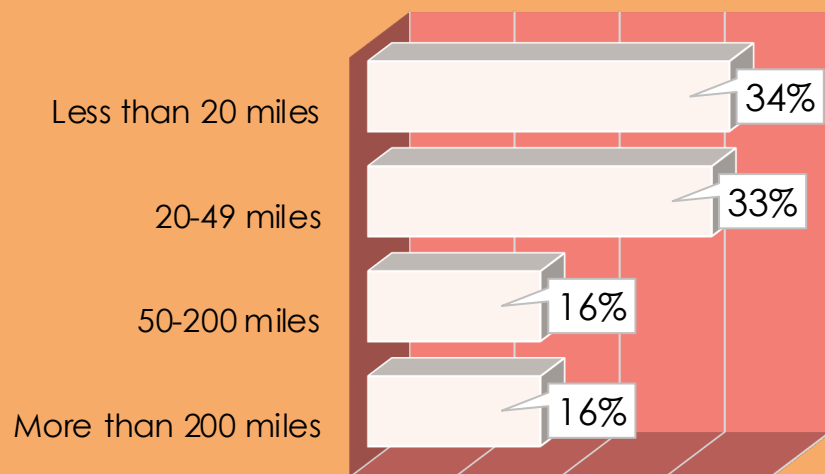
70 % of attendees are more likely to consider working for a sponsor because of their support



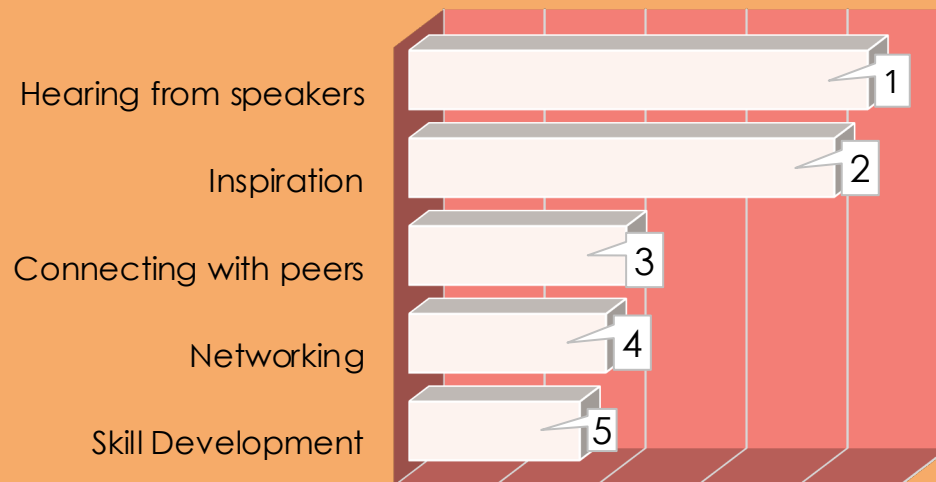
97%
of attendees
said the Conference
met or exceeded
expectations

DEMOGRAPHICS

HOW FAR DID YOU TRAVEL TO ATTEND THE CONFERENCE?



WHAT WERE YOUR MAIN REASONS FOR ATTENDING? (CLICK ALL THAT APPLY)



(In 2023, Skill Dev was #3 & Conn w/ Peers was #5)

TOP % ATTENDEE JOB TITLES

1. VP or C-Suite - 12%
2. Manager or Director – 49%
3. Administrator/Specialist – 9%
4. Owner/Contractor/Entre. – 11%
5. Professional (Doctor, Lawyer, Teacher) – 10%

TOP 5 INDUSTRIES REPRESENTED*

1. Technology /Infrastructure / Data Services – 30%
2. Healthcare / Life Sciences / Biotech – 21%
3. Education – 7%
4. Financial Services / Banking / Insurance – 7%
5. Non-profit – 7%

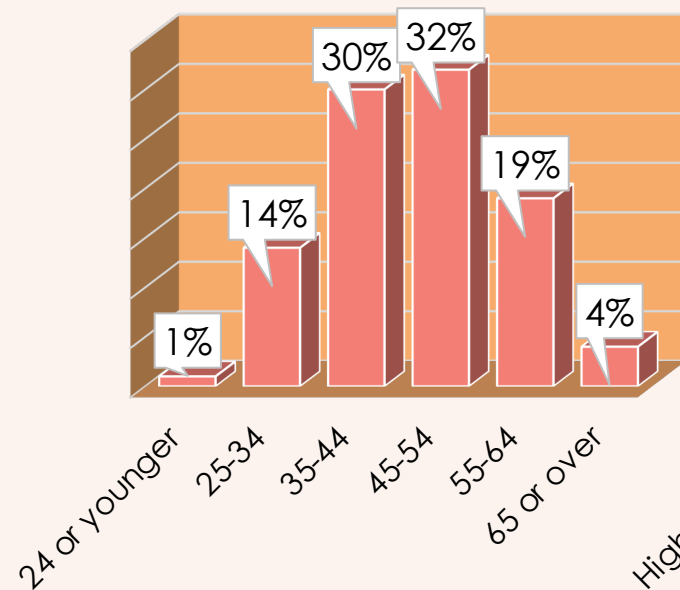
TOP FUNCTIONAL AREAS OF BIZ

1. HR/Talent – 13%
2. Operations – 12%
3. Proj. Mgmt. – 12%
4. Administr. – 12%
5. Marketing – 9%
6. Strategy/R&D – 8%
7. Engineering – 8%
8. Sales – 8%

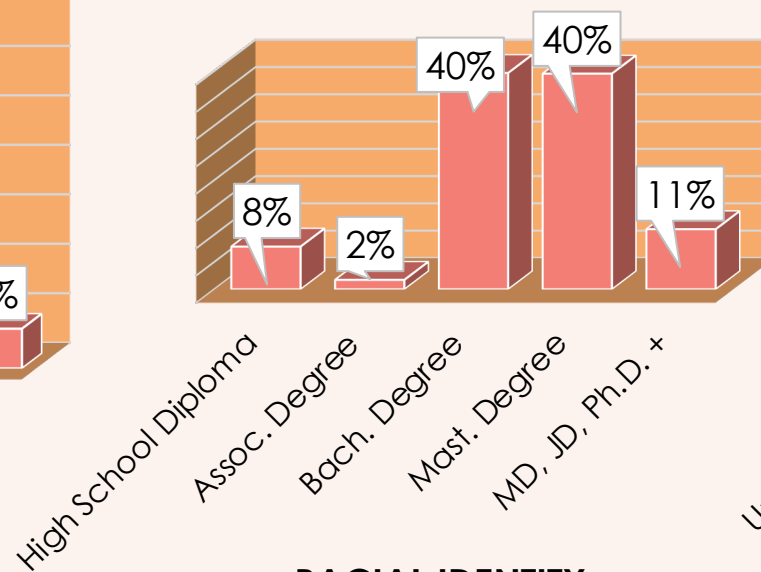


DEMOGRAPHICS

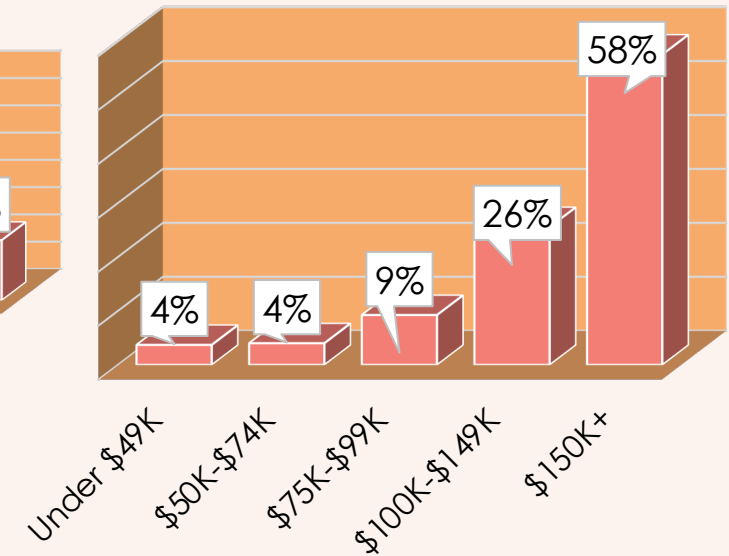
AGE



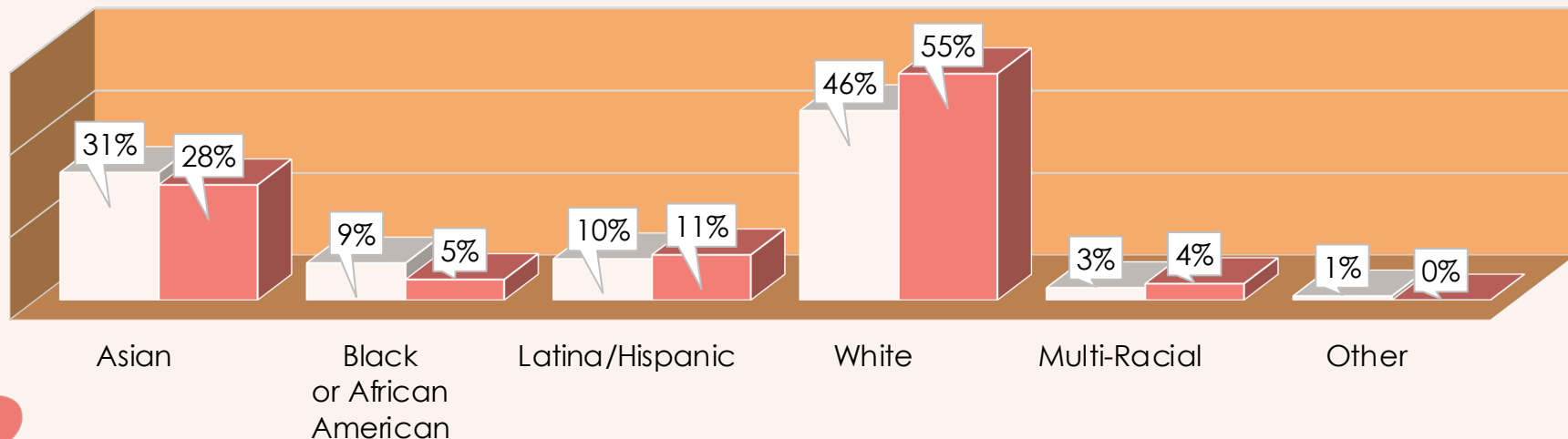
EDUCATION/HIGHEST DEGREE COMPLETED



INDIVIDUAL INCOME



RACIAL IDENTITY

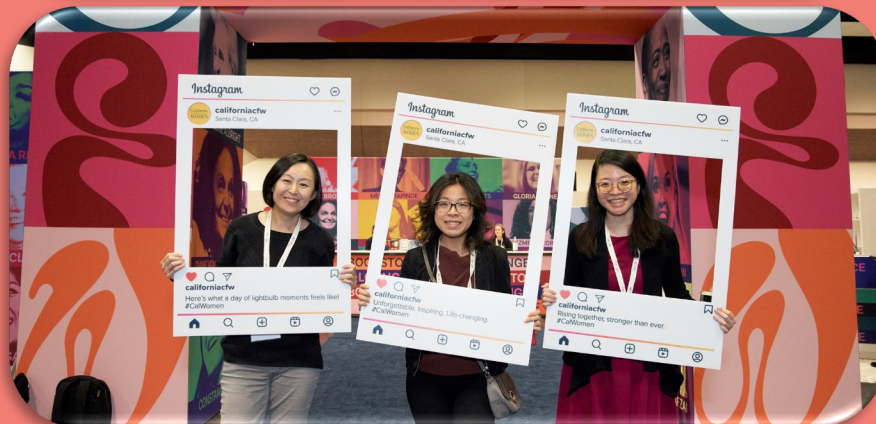


□ 2023 ■ 2024

INTERACTIVE HALL

A REIMAGINED INTERACTIVE HALL

This year's Conference offered new ways to connect, engage, and celebrate, including inspiring signage that paid homage to past keynotes, made-for-sharing photo opps, an inviting Bookstore & Lounge space, and an uplifting Party In the Hall with a local DJ to close out the day.



INTERACTIVE HALL

WHICH AREAS WERE MOST ENJOYED BY ATTENDEES IN THE INTERACTIVE HALL? (Based on ratings of "Great" or "Excellent")

MOST POPULAR

- Headshots – Indeed
- Networking & Coaches Corner – Cisco
- Resume Reviews – Gilead
- Inspiration Wall – Fidelity
- Charging Lounge – Bank of America

2ND MOST POPULAR

- Learning Stage – Google
- Bookstore Lounge – Juniper
- Morning Coffee Break – ServiceNow
- DJ Party in the Hall – Live Nation

WHAT OTHER ELEMENTS WOULD YOU LIKE TO SEE INCORPORATED IN FUTURE EVENTS?

- More coffee, tea, and refreshments throughout the day, and multiple stations
- Separate areas for different activities (i.e., designated quiet areas, improved audio experience for the Learning Stage, designated networking areas)
- More time between sessions for networking and exploring other activities
- Clearer signage and instructions
- Additional offerings around development and career growth (i.e., interview tips, employers, continuing education)
- More women-owned business exhibits, non-profits, activities, and giveaways
- More industry- and experience-specific networking offerings
- Opportunities for relaxation, including chair massages and seating areas
- More charging stations
- More space to allow for better flow and less of a cramped feeling

NETWORKING & CONNECTIONS MEETUPS

NETWORKING FEEDBACK

- Some attendees appreciated the chance to make connections at their keynote session tables
- Many attendees expressed an interest in the Small Group Networking Meet-Up, but opted to spend their time on other offerings that overlapped
- The size of the crowd/lines, along with the noise level, made it more difficult for many to participate in structured networking
- Overall, attendees wished for more offerings, and more time, for networking, and shared a few suggestions to facilitate:
 - “People need a prompt - could be as easy as ‘take 5 minutes to meet the people at the table next to you.’”
 - “It could be really fun to have visual indicators that people could choose – like stickers – to signify [their networking interests].”
 - “Have breaks between the keynote speakers [for] people to reflect, take a few notes, talk with a colleague [and] capture what you want to take away.”



NETWORKING

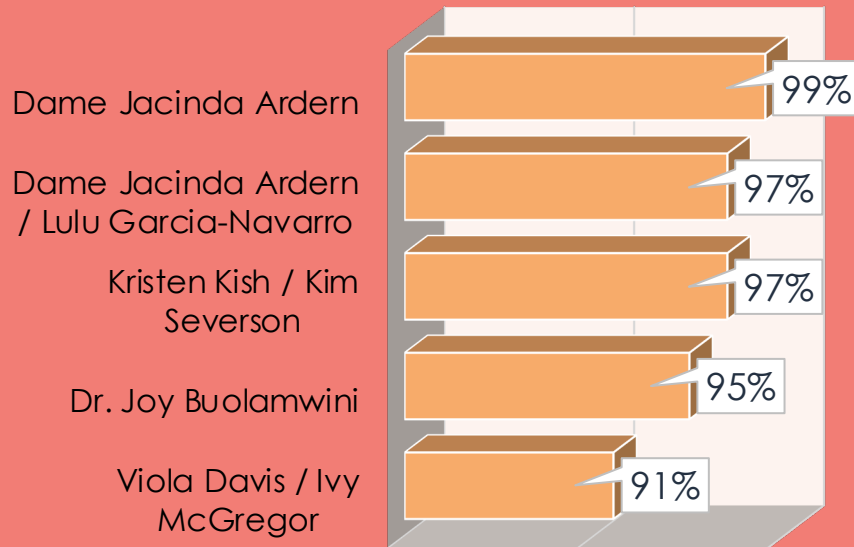
(Based on ratings of “Great” or “Excellent”)

75% attended valued small group networking meet-up and informal conversations with other attendees

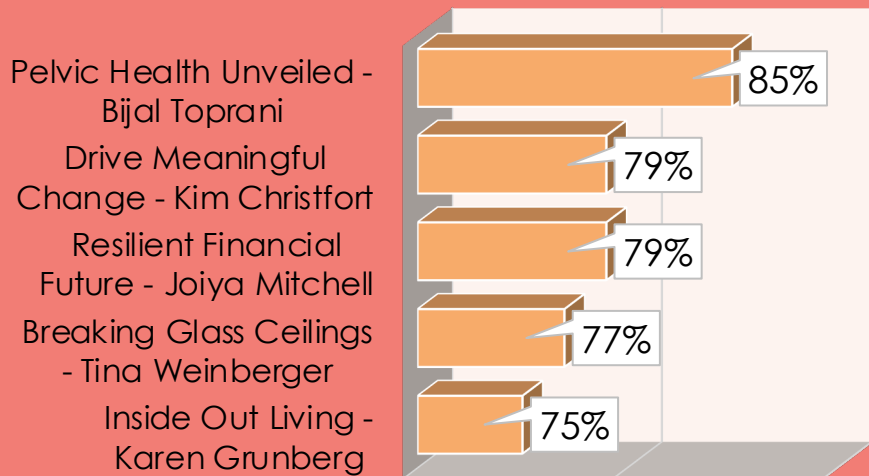


SPEAKER FEEDBACK

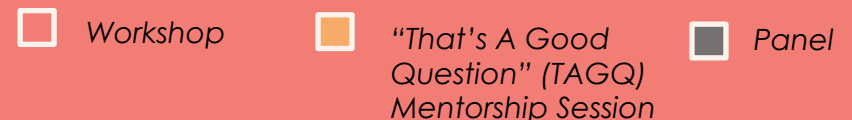
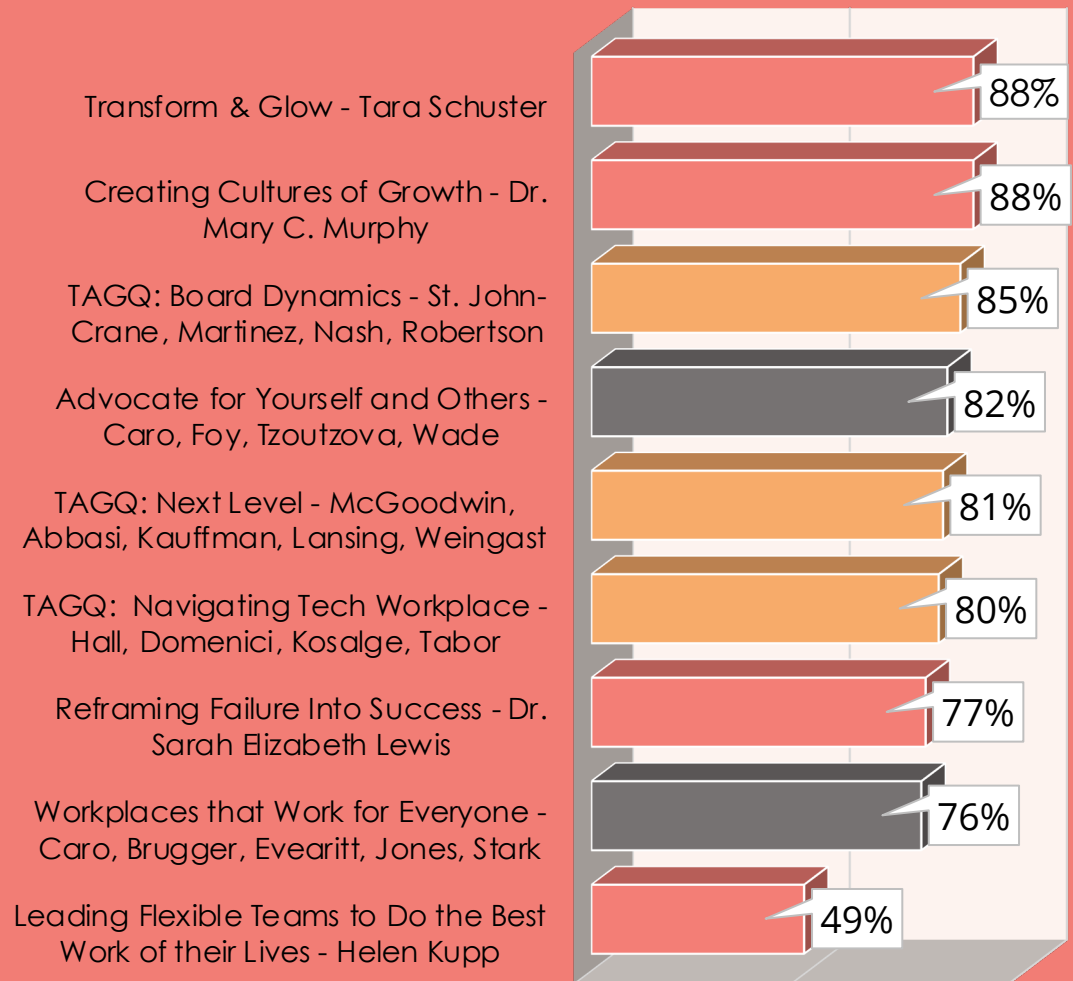
KEYNOTE SESSIONS (Excellent or Great by Rating)



LEARNING STAGE SESSIONS (Excellent or Great by Rating)



BREAKOUT SESSION SPEAKERS (Excellent or Great by Rating)



SPEAKER FEEDBACK (CONT'D)

KEYNOTE SPEAKER IMPACT

- "Elevating."
- "Truly mind-blowingly good."
- "Just WOW."
- "Powerfully authentic and so vulnerable. Made me feel safe."
- "It was so good to see perspectives from two women from different phases in their career share their thoughts."
- "Honest and inspiring reflection."
- "Engaging and captivating."

BROAD TAKEAWAYS

- Keynote speakers were amazing and unforgettable.
- Attendees place a high value on relatability and speakers who present as "down to earth". "one of us", "authentic", "genuine", "vulnerable", and "approachable". [Jacinda Arden "made feeling human ok again."]
- Speaker/moderator pairings were especially lauded when they were relaxed, natural, revealing of shared experience on some level, and successfully evoked meaningful insights. ["Kim Severson did a marvelous job of caring for Kristen up there."]
- Attendees appreciated the selection of Breakout Session topics and were disappointed when sessions they wished to see were full (many hoped they could have been recorded for on-demand access). Those who did not rate Breakout Sessions as highly felt that they felt "generic" and "familiar" and lacked sufficient practical advice.
- Attendee satisfaction with some speakers was affected by audio issues (particularly at Learning Stage, and also for those seated closer to the Interactive Hall during Keynotes)
- Attendees appreciate the chance to be educated, inspired, and entertained by speakers, but also seek tangible value from each. Above all, they are looking for takeaways that they can apply personally or take back to their workplaces. When speakers veer too niche or too vague, and when their words do not include actionable nuggets of wisdom, attendees are left wanting more.
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REQUESTS FOR FUTURE SPEAKERS

NOTEWORTHY RECOMMENDATIONS

- Continued representation from a diversity of fields, including the **sciences and tech (particularly AI)**
- **Women in CEO roles**, at corporations as well as non-profits
- Women from the **education sector**, including university presidents who were recently moved to step down amidst global unrest
- **Philanthropists, environmentalists**
- **More speakers** representing diverse communities (including 3 requests for Tricia Montalvo Timm) and intersectional backgrounds
- Male **allies**
- Younger women, including **entrepreneurs**

TOP REQUESTED SUBJECTS FOR 2025 SESSIONS

- **Professional development and career advancement:** Navigating career transitions, negotiation tactics, building leadership skills, advocating for oneself, resilience, imposter syndrome, networking, mentorship, advancing in male-dominated fields
- **Balance and wellness:** Stress management, burnout, caregiver support, mindfulness, mental and physical health
- **Diversity, Equity, and Inclusion (DEI):** Inclusive cultures, intersectionality in the workplace, equity, addressing difficult conversations/improving communication, and supporting marginalized team members



OVERALL FEEDBACK

CA CFW will
have expanded
venue capacity
in 2025.

OVERWHELMINGLY POSITIVE PARTICIPANT FEEDBACK

- "Unlike traditional conferences, the CA Conference for Women prioritizes inclusivity, fostering a supportive environment that encourages authentic connection and collaboration among attendees."
- "The emphasis on diversity and inclusion ensures that diverse perspectives are valued and integrated into discussions, leading to richer insights and broader perspectives on various topics."
- "It was amazing to be surrounded by a room full of thousands of professional women. It felt powerful."
- "The caliber of speakers is unmatched."
- The energy, variety, and inspiration have been unparalleled for me."
- "You're in a room full of strong, powerful women, and nothing feels safer than that!"
- "It was human centric. Relatable real-life challenges."

KEY TAKEAWAYS FOR FUTURE CONSIDERATION

- Attendees appreciated the diversity of speakers, and would like to see even more representation
- One of the most frequent requests from attendees is for more amenities (that last all day long), including coffee, hot water for tea, water stations, (healthy) snacks, hand sanitizer, and swag bags
- Attendees (especially those that did not attend as part of a group) would like to see the Conference provide more ways to foster discussions between participants and more dedicated (quiet) spaces for conversations
- Attendees would like more takeaways from speakers - access to slides, recordings, and session summaries/recaps
- Many longed for more space, which would provide more access to Breakout Sessions before they filled up, more experiences in the Interactive Hall, better acoustics for the Learning Stage, and shorter lines overall.

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