

2020  
*Virtual*  
**TEXAS**

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CONFERENCE FOR  
**WOMEN**

# EVENT RECAP

Thanks to our sponsors, the 21st annual (and first-ever virtual) Texas Conference for Women sold out—attracting more than 10,000 registered attendees. There were more than 20,000 visits to sponsor booths and 14,000 visits to the networking lounge.

In addition, based on preliminary survey data:

- 86% of attendees said they felt better able to meet current professional challenges; and
- 55% said they are more likely to consider working for a sponsor.

More highlights follow.

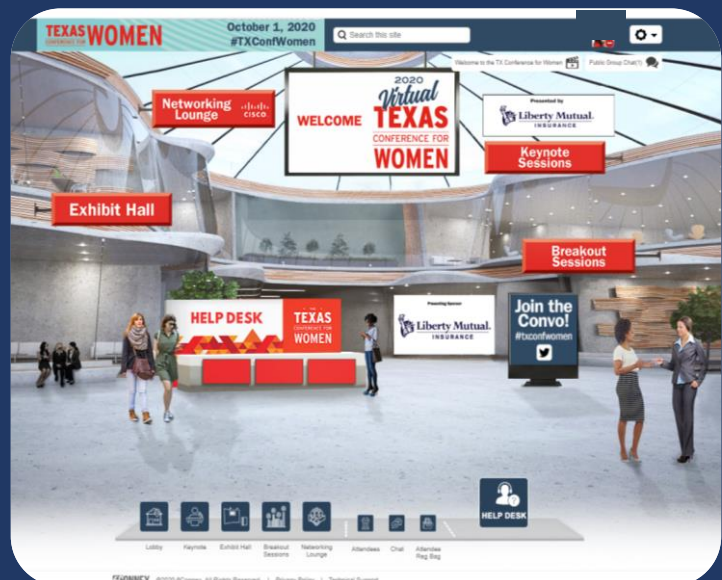
## GENERAL STATS

**10,000+**  
registrations (SOLD OUT)

**8,456**  
participants on Conference day  
(vs. 7,246 in 2019)

**10+ hours**  
average time spent in platform  
on Conference day

**4,092**  
additional visits during on-demand playback period



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Speaker sessions and multiple networking options provided much-needed opportunities for connection, inspiration, and recalibration.

**KEYNOTES**

**7,221**

attendees in morning session

**6,865**

attendees in afternoon session

**NETWORKING**

**14,534**

total visits to Networking Lounge

**400+**

Facilitated Networking session registrations

**1,265**

participants in topic-specific Peer Networking Chats

**BREAKOUT SESSIONS**

**James Clear/Your Habits**

7,257 total views

**Valorie Burton/About Time**

5,600 total views

**Reshma Saujani/Perfectionism**

4,977 total views

**Amber Rae/Choose Wonder**

4,896 total views

**Michelle Kim/Lead Inclusively**

4,862 total views

**Tamra Chandler/Feedback**

3,884 total views

**Priya Parker/Gathering**

3,760 total views

**Nataly Kogan/Leading Through Adversity**

3,581 total views

**Wade Davis/Breaking Through**

2,996 total views

# 2020 Virtual TEXAS

CONFERENCE FOR  
WOMEN

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

## PAVILIONS

**9,304**

total visits to Career Pavilion

**6,230**

total visits to  
Health & Wellness Pavilion

**5,803**

total visits to  
Community & Education Pavilion  
[incl. 3,046 Bookstore]

**4,462**

total visits to Technology Pavilion

**9,306**

total visits to WOB Marketplace

## BOOTHS

**20,236**

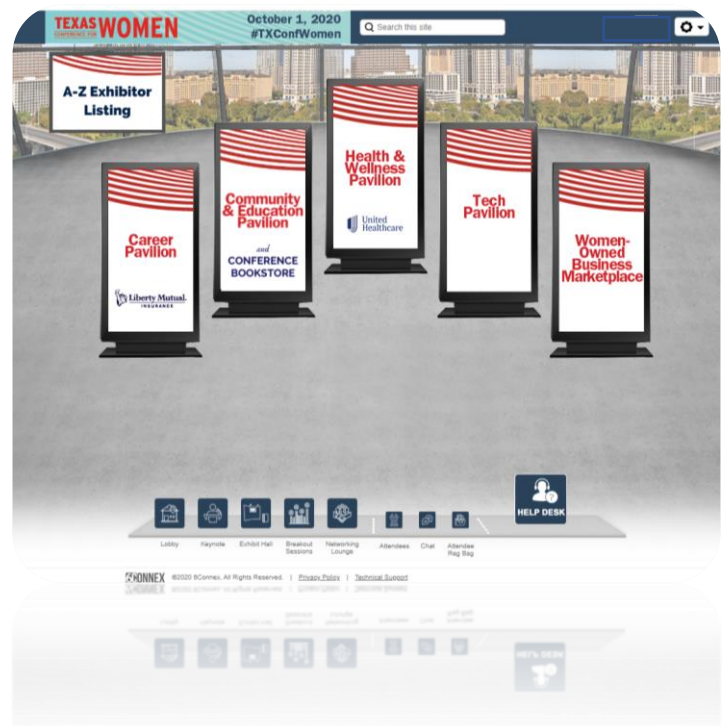
total visits to sponsor booths

**900+**

Resume Review and Coaches  
Corner appointments

**3,748**

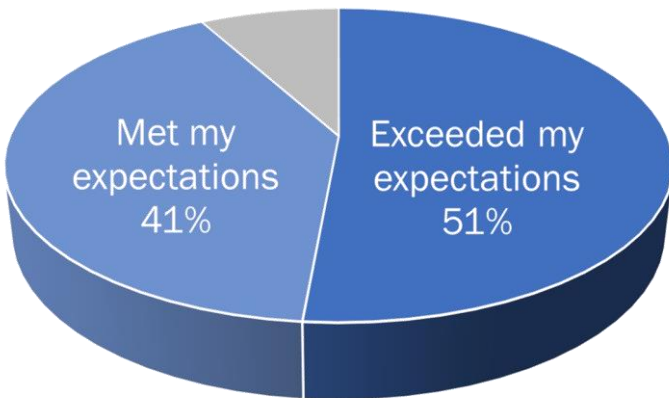
total Learning Burst views



# SURVEY DATA

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

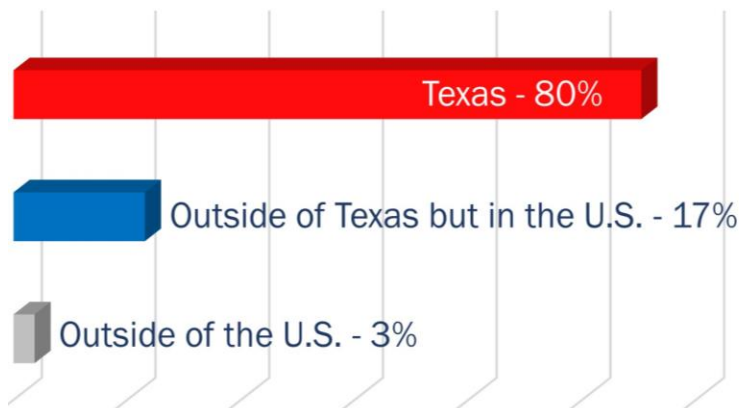
This year's Conference...



Are you more likely to consider working for a sponsor of the TX CFW because of their demonstrated support for women?



From where did you view the virtual Conference?



I feel more able to meet the professional challenges of this moment because I participated in this Conference.

