



Virtual Sponsor Activation Best Practices

Following are some suggestions from the Conference for Women Team on how to make the MOST out of your sponsorship benefits! Be sure to keep this year's theme in mind: 'The Power of Us', along with our focus on diversity, equity, and inclusion. You'll find:

1. Speaker roles defined
2. Recommendations for selecting your speaker
3. Ticket distribution recommendations
4. Pre-conference employee communications
5. Year-Round Resources

1. Specific Speaking Roles Defined

Sponsor Spotlight

During the sponsor spotlight, your speaker will share real life stories about how they or your company tackles key issues related to leadership, career advancement, or personal development. Please review the program grid and provide the CFW team with your top 3 sessions in priority order for your Sponsor Spotlight to be featured. Once your selection has been confirmed and prior to recording, the CFW team will provide 3-4 questions that your speaker will answer. The questions will align directly with the topic of the breakout session to provide the audience with valuable real-life practical takeaways.

Session Host

Your speaker will provide a 3-minute introduction of a session speaker during the breakout portion of the program. Please review the program grid and provide the CFW team with your top 3 sessions in priority order for your host to be featured. Sessions are assigned first-come, first-serve, and we encourage you to submit choices as soon as possible.

Learning Burst

Featured inside the Virtual Exhibit Hall, learning bursts are short but action-packed mini sessions on a specific topic. These should be between 3 - 5 minutes long. Once your speaker is confirmed, CFW will work with you to finalize the session title and description prior to recording.

2. Recommendations for Selecting Your Speaker

Diverse perspectives are essential for keeping discussions inclusive, informative, and productive. When selecting your speaker, please consider diversity in terms of age, ethnicity, department, stage in career, etc. Conferences for Women audiences are most

interested in hearing from women; please do not select a man as a speaker unless a male perspective is requested specifically.

To keep content fresh and distinctive, we do not repeat breakout session speakers from year to year. When selecting your speaker, please use this opportunity to showcase a woman who has not yet spoken on the Conferences for Women stage.

3. Ticket Distribution Recommendations

Distribute tickets to Employee Network Groups. Encourage them to be intentional about diversity of ticket allocation (ideally, the audience will be representative of the market in which the Conference takes place).

Allocate some tickets to community partners, clients, partner non-profit organizations, etc.

4. Pre-Conference Employee Communications

One week prior to the Conference gather your attendees together OR share with them an email communication indicating best practices! The Conference will provide graphics that you can share with your attendees!

5. Year-Round Resources:

All our Conference for Women websites provide year-round development opportunities for your team. Simply click the 'Watch, Listen, Explore links at the top of the homepage, or find the Resources links at the bottom to find videos, podcasts, articles, and more.

Subscribe to our newsletter for articles and insights from some of our top speakers and sponsor experts throughout the year. An opportunity to subscribe to e-news can be found on the bottom right corner of most Conference resource pages.

Share with us!

We want to hear from you! If you have best practices, programs that are working within your organization, newsletters you enjoy, internal company articles, or anything else that you think may be of interest to our Conference community - please let us know so we can continue to grow and share the knowledge!

Send ideas along to Rachael Lange at rlange@conferenceforwomen.org or Isha St. Amour istamour@conferenceforwomen.org