

2021 Attendee Survey

2021
Virtual
TEXAS
CONFERENCE FOR
WOMEN



October 7, 2021



Break Through

#TXConfWomen

Key Metrics

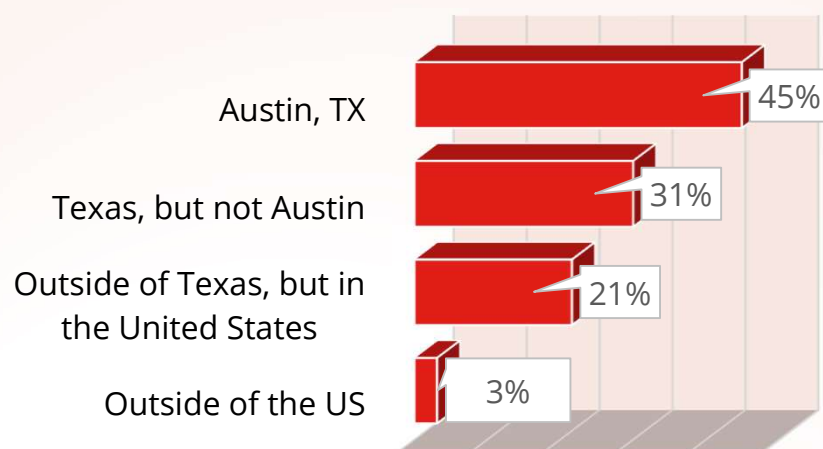
- **11,256** Conference registrations (12% increase from 2020 and 33% increase from 2019)
- **8,319** unique visitors on Conference Day (compared with 7,246 for 2019 in-person event)
- **6,980** digital program booklet views
- **19,442** total visits to sponsor booths
- **858** Resume Review and Coaches Corner appointments (15% increase from 2020 and more than double the 2019 in-person event)
- **51%** of 2021 attendees had never attended a Conference for Women event before
- **93%** of 2021 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
- **77%** of attendees are more likely to consider products or services from a Conference sponsor



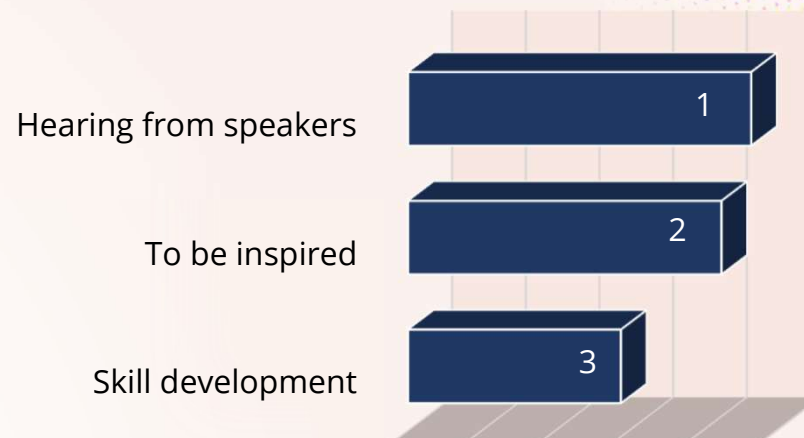
98%
of attendees
said the Conference
met or exceeded
expectations!

Demographics

FROM WHERE DID YOU VIEW THE VIRTUAL CONFERENCE?



WHAT ARE YOUR MAIN REASONS FOR ATTENDING THE CONFERENCE?



ATTENDEE JOB TITLES

- VP, C-Suite or Owner – 6% (8% in 2020)
- Manager or Director – 50% (38% in 2020)
- Professional (Doctor, Lawyer, Teacher) – 19% (15% in 2020)
- Admin. / Specialist – 21% (20% In 2020)

TOP 5 INDUSTRIES REPRESENTED*

1. IT/Tech, Data Infrastructure – 35%
2. Government – 13%
3. Finance/Bank/Insurance – 11%
4. Healthcare/ Life Sci / Biotech– 9%
5. Engineering – 8%

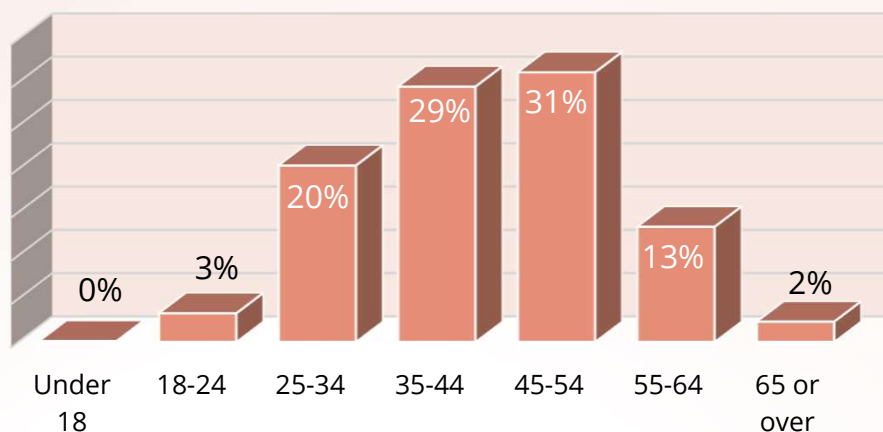
*The top 4 industries are the same as 2020; in 2021 Engineering replaced manufacturing for the #5 spot.

FUNCTIONAL AREA OF BIZ

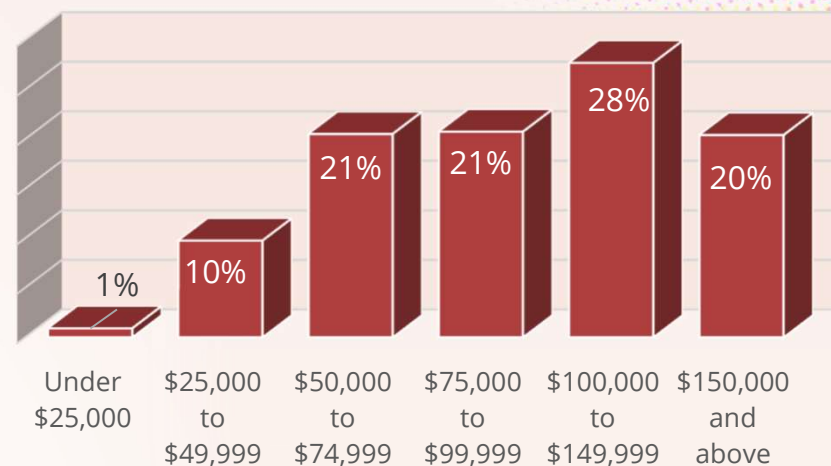
1. Information Tech – 15%
2. Operations – 10%
3. Engineering – 10%
4. Administration – 7%
5. Marketing – 7%
6. HR/ Talent – 7%
7. Strategy, R&D– 7%

Demographics

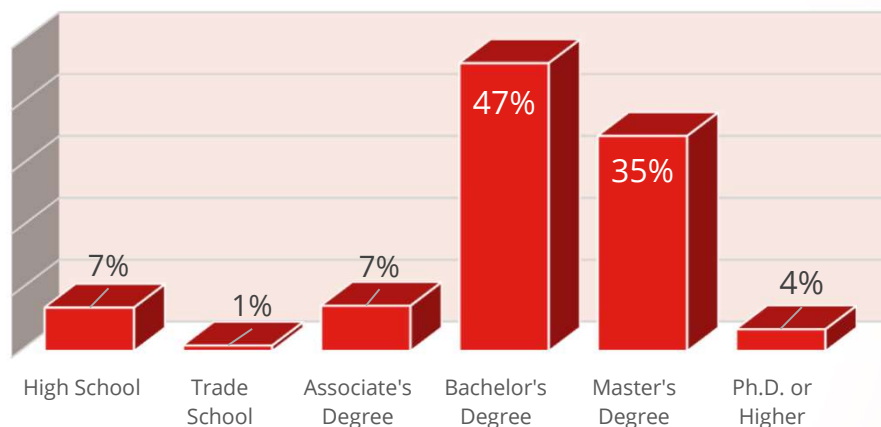
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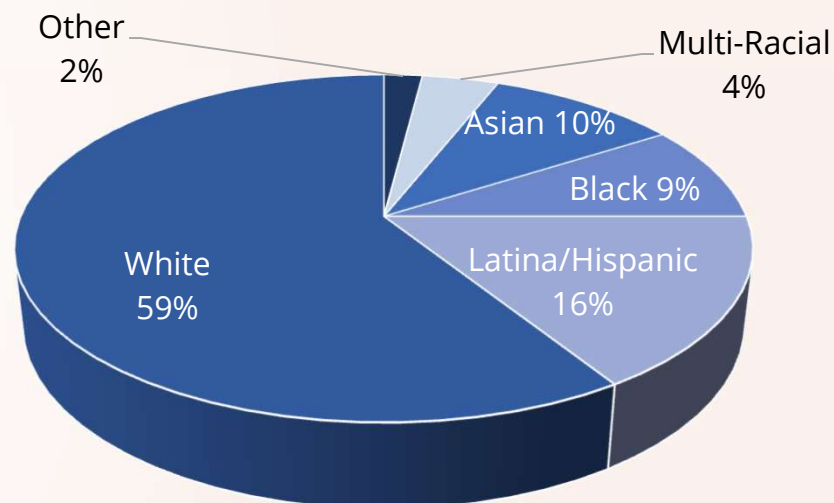
ANNUAL INDIVIDUAL INCOME



HIGHEST LEVEL OF EDUCATION COMPLETED



RACIAL IDENTITY



For reference, TX statewide demographics reported by the U.S. Census Bureau are estimated as 41% White, 39% Hispanic/Latino, 12% Black, 5% Asian, 2% Multi-Racial, and 1% American Indian / Alaska Native.

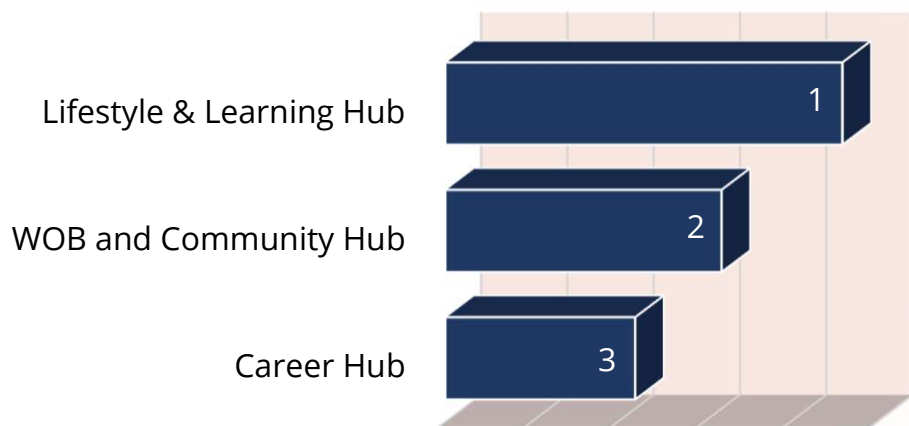
Virtual Exhibit Hall

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

77%
of attendees
visited the
Exhibit Hall

- **19,442** total visits to **Sponsor Booths**
- **10,032** visits to **Lifestyle & Learning Hub**
- **7,681** visits to **Career Hub**
- **5,146** visits to **WOB & Community Hub**
- **4,368** visits to **Conference Bookstore**
- **3,470** total visits to **Learning Stage**

WHAT AREAS OF THE VIRTUAL EXHIBIT HALL DID YOU FIND MOST USEFUL?



PARTICIPANT FEEDBACK

- "I love that even though the conference was virtual, the exhibit hall was still interactive."
- "Simple and easy to use. Highly functional."
- "I enjoyed the short learning bursts; they were quick but helpful."
- "Being able to speak with a live person was great."
- "I love the bookstore, the learning bursts (super helpful and insightful) and the women-owned businesses."
- "Used the Photobooth - it was cool!"

KEY TAKEAWAYS

- Most people found it easy to navigate the Virtual Exhibit Hall.
- Interactive experiences (photo booth, giveaways, etc.) were enticing virtually, just as they are in person.
- The learning bursts were greatly appreciated by those who participated.
- Resume reviews and coaching were popular again and filled up quickly – attendees want more.

Networking

- **11,301** Visits to the **Cisco Networking Lounge**
- **2,463** **Networking Guide** views
- **1,578** **Facilitated Networking** participants
- **11,870** session **chat entries**



PARTICIPANT FEEDBACK

- "I liked adding our LinkedIn links in the chat to make it easier to stay connected later."
- "The networking sessions were wonderful."
- "The keynote session public chats were awesome to experience real time and see the excitement from everyone as they joined the sessions. "

KEY TAKEAWAYS

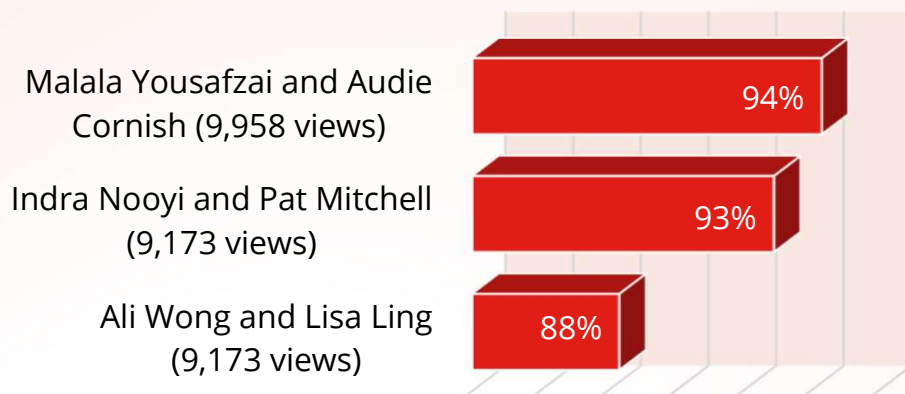
- Facilitated networking filled up quickly. Some participants requested presentations from the hosts or facilitators in the breakout rooms.
- While most people liked the excitement and connection they added, some found the public chats in the keynotes and breakouts distracting.

NETWORKING OPPORTUNITIES RANKED (Valuable or Extremely Valuable by Rating)



Speaker Evaluations

KEYNOTE SPEAKERS (Great or Excellent by Rating)

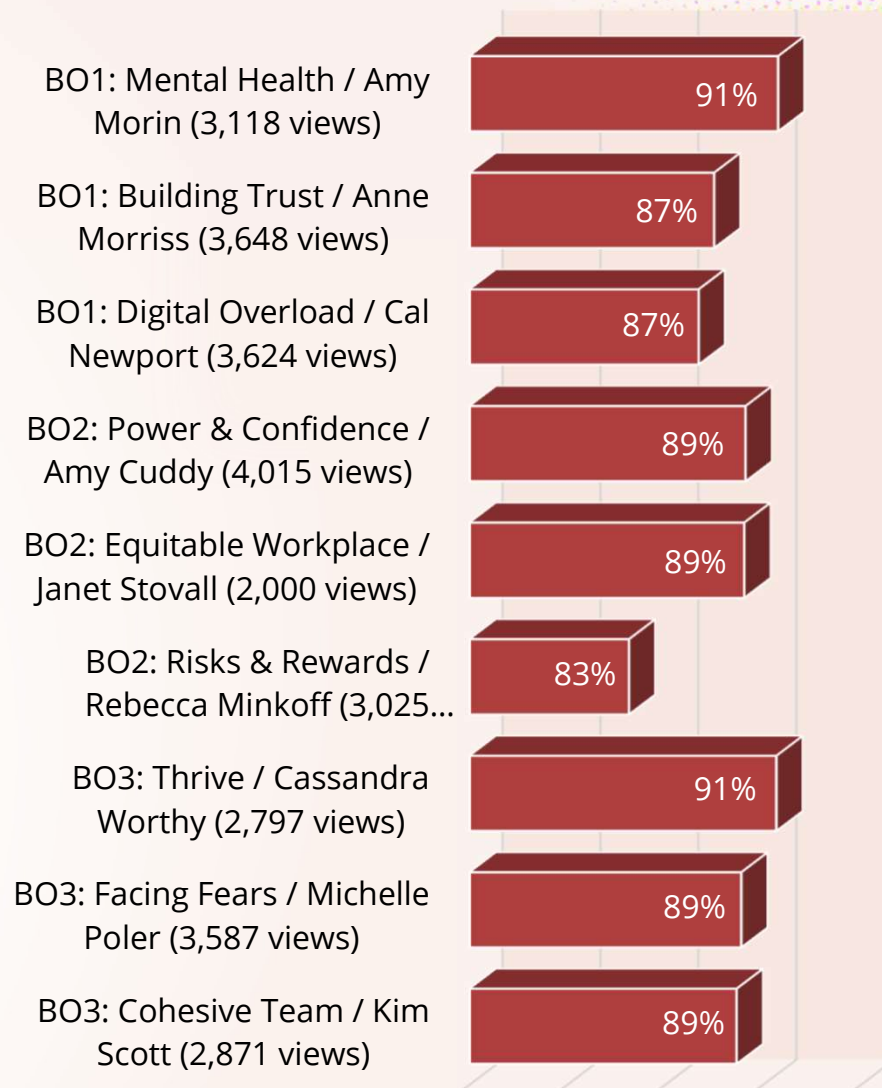


PARTICIPANT FEEDBACK

- "Loved having Malala and Audie as the presenters! Very inspiring."
- "Pat Mitchell asked great questions and Indra came across so sincere and genuine."
- "Amazing! I am such a fan of Ali Wong and Lisa Ling. Their conversation seemed natural."
- "Absolutely LOVED EACH breakout session; time flew because each was unique but informative and motivating/inspiring."
- "Excellent topics, all relatable. I can't wait to go back and watch those I did not attend."

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

- “Wow - best virtual conference I've attended! The platform was really well done. The sessions were all so incredible. Great speakers.”
- “It was well organized, easy to navigate, and had a great line up of speakers and sessions.”
- “The virtual format was BRILLIANT, and I hope it continues so folks around the world can attend.”
- “The technical quality was top-notch! No glitches, smooth online event for the scale.”
- “I felt even more invigorated, energized and empowered this year than ever before. Somehow your team raised the bar again. THANK YOU.”

KEY TAKEAWAYS

- Conference communications were informative.
- The technology worked well, and the virtual platform was easy to navigate.
- Participants loved the on-demand viewing option for sessions they missed. They also liked the convenience and access provided by the virtual format. The Conference should consider keeping a virtual component moving forward.
- The speaker feedback was very positive – content was relevant and inspirational, and covered both personal and professional topics.
- Longer breaks between sessions (especially during lunchtime) would have been helpful.
- The networking was appreciated, although most participants would prefer to do it in person.



Thank you, Sponsors!

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