

# TEXAS

---

CONFERENCE FOR

---

# WOMEN

2023 Conference Recap &  
Attendee Survey Evaluation



# Key Metrics

**7,332** Conference registrations  
*(vs. 5,028 in-person attendees in 2022)*

**27,043** Digital program views  
*(vs. 5,293 views in 2022)*

**207** Coaches Corner appointments

**180** Resume Review appointments

**51** % of attendees never attended a Texas Conference for Women event before

**83** % of attendees said they felt better able to meet current professional challenges because they participated in the

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

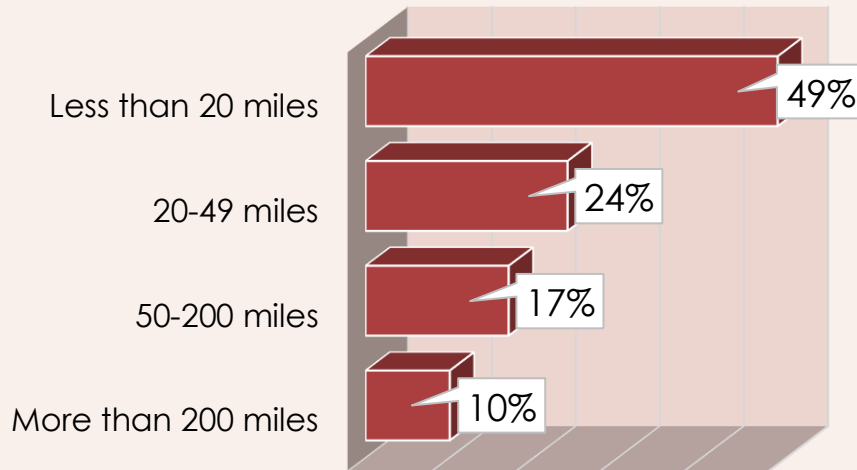
**72** % of attendees are more likely to consider products or services from a Conference sponsor

**91%**

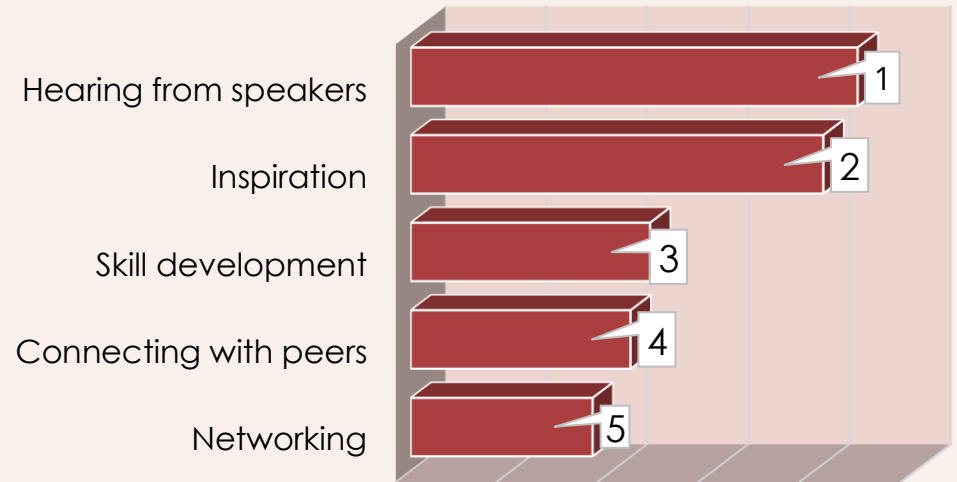
of attendees said they would attend a future Conference or recommend it to someone else.

# Demographics

## HOW FAR DID YOU TRAVEL TO ATTEND THE CONFERENCE?



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



(Consistent with 2022 results)

### ATTENDEE JOB TITLES

- VP or C-Suite - 8%
- Manager or Director – 52%
- Administrator/Specialist – 23%
- Professional (Doctor, Lawyer, Teacher) – 14%

### TOP 5 INDUSTRIES REPRESENTED\*

1. Technology /Infrastructure/Data Svcs – 31%
2. Government – 19%
3. Fin Svcs/Bank/Insurance – 12%
4. Education – 6%
5. Engineering – 6%

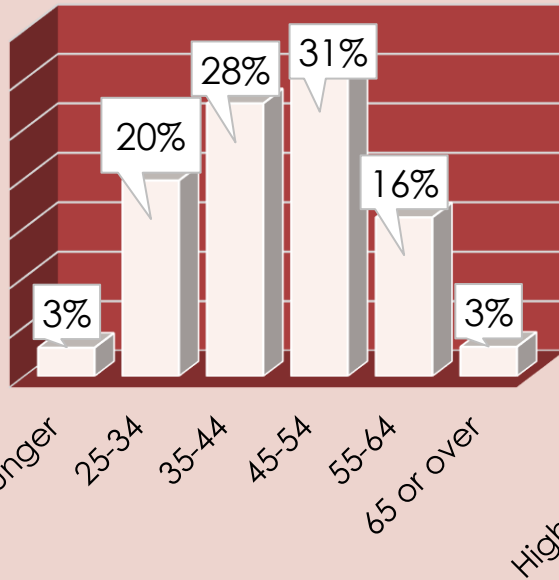
\* In 2022, #4 was Healthcare/BioTech/Life Sciences, and #5 was Engineering.

### TOP FUNCTIONAL AREAS OF BIZ

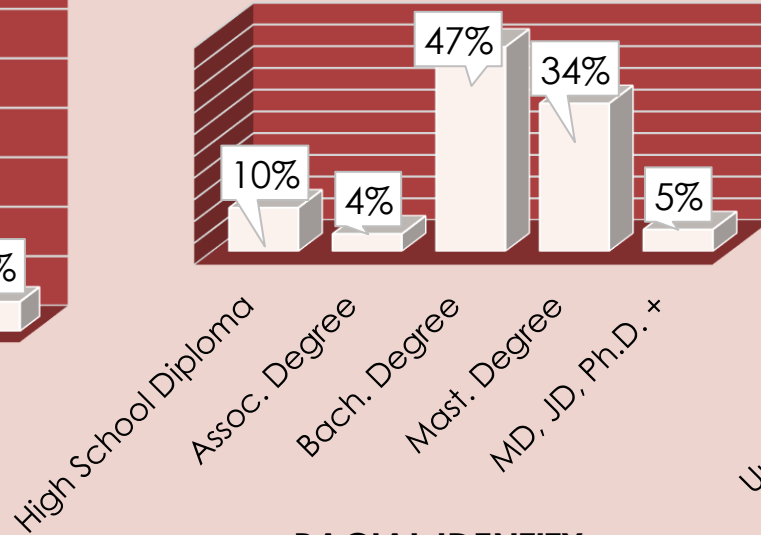
1. Project Management – 12%
2. Operations – 10%
3. Accounting/Finance – 10%
4. Information Technol. – 9%
5. Administration – 9%
6. HR/Talent – 8%
7. Engineering – 7%
8. Marketing – 7%

# Demographics

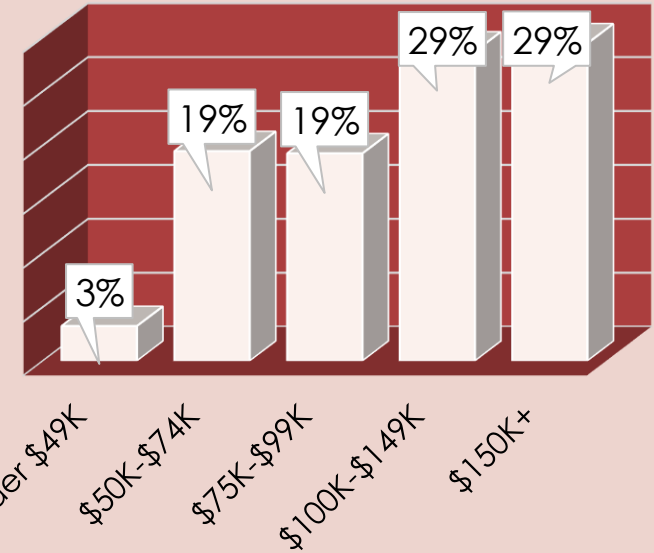
**AGE**



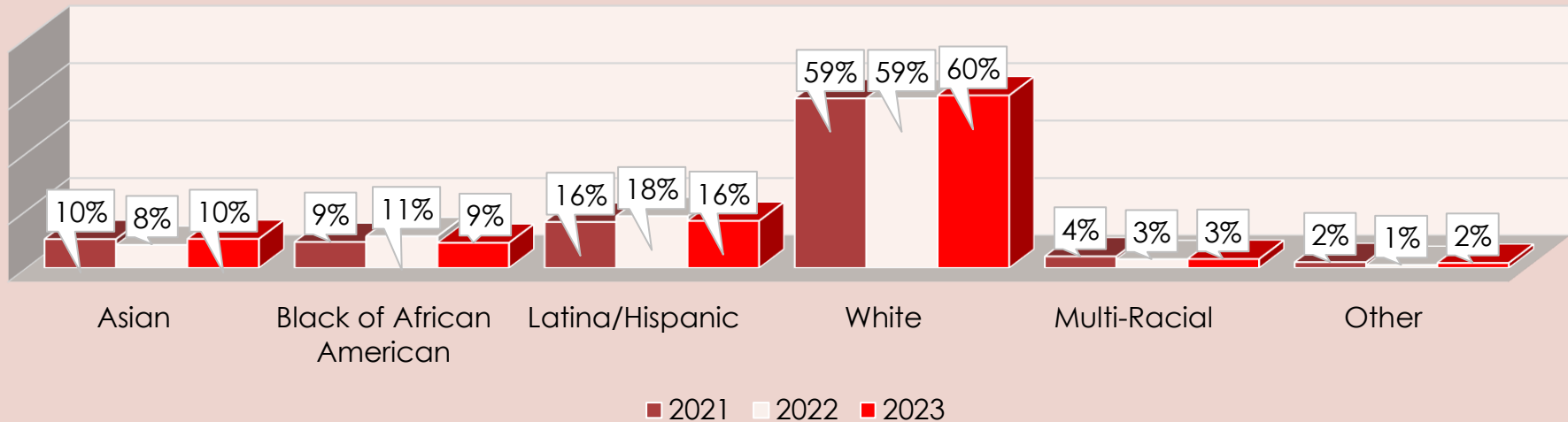
**EDUCATION/HIGHEST DEGREE COMPLETED**



**INDIVIDUAL INCOME**



**RACIAL IDENTITY**



# Interactive Hall

## A REIMAGINED INTERACTIVE HALL

This year's Conference offered new ways to connect, engage, and celebrate, including inspiring signage that boldly 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 "Good" or "Excellent")

### MOST POPULAR DESTINATIONS (80-90% RATING)

- Wall of Growth spons. by Liberty Mutual
- Gail Devers / Listen to Your Eyes Booth
- Headshots spons. by Insight
- Career Connections & Networking by Cisco
- Coloring Wall spons. by Deloitte
- What Inspires You? wall by Fidelity
- Bookstore Lounge and author signings
- Resume Review/Coaching
- WOB Village spons. by Bank of America

### 2<sup>ND</sup> MOST POPULAR DEST. (70-79% RATING)

- Affirmation Bracelet Station by Texas Mutual
- Learning Stage
- DJ Party In the Hall

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

- Increase capacity for popular offerings, especially headshots and Learning Stage and Headshots
- More interactive activities and demonstrations especially around health, wellness, and relaxation offerings
- Offer more snacks and coffee and look to offer breakfast and cocktails / mocktails
- More time to explore the Hall outside of Sessions
- Additional career resources, including mentorship, smaller networking options, LinkedIn profile tips, interviewing skills/mock interviews, and career dressing
- Offer professional development and skill building
- A wider range of price points for Women-Owned Business items for sale, more local and POC-owned businesses, and an opportunity to learn more about WOB founders at their booths



# Networking & Connections Meetups

## POSITIVE EXPERIENCE FOR PARTICIPANTS

- “I loved this and would happily do it again and would enjoy a way to follow up with the people we met.”
- “Got to know some of my co-workers better being in an atmosphere outside of the office.”
- “Connected with women of various industries and groups, exchanged numbers and names.”

## FUTURE NETWORKING RECOMMENDATIONS

- Many attendees ‘would have loved to but didn’t have time!’, and wished they did not have to choose between Networking and other scheduled offerings
- More signage and information about Networking options
- Offer more facilitated Networking to enhance connections, esp. for solo attendees
- A suggestion to foster lasting connections: “Maybe we could have a QR code on our badges so that we can easily trade information.”



## NETWORKING

(Listed in Order of Value by Attendees)

Informal Conversations  
with Other Attendees

#1

Small Group Networking  
Meet-up

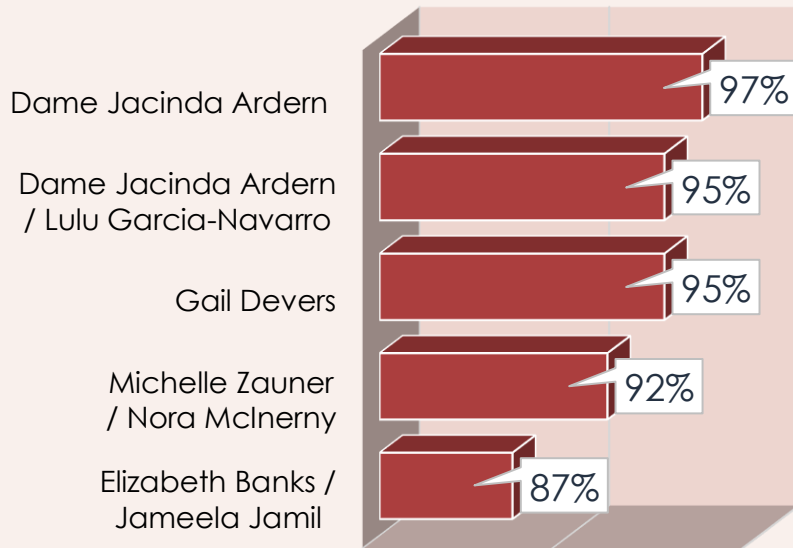
#2

Career Connections  
Meet-up

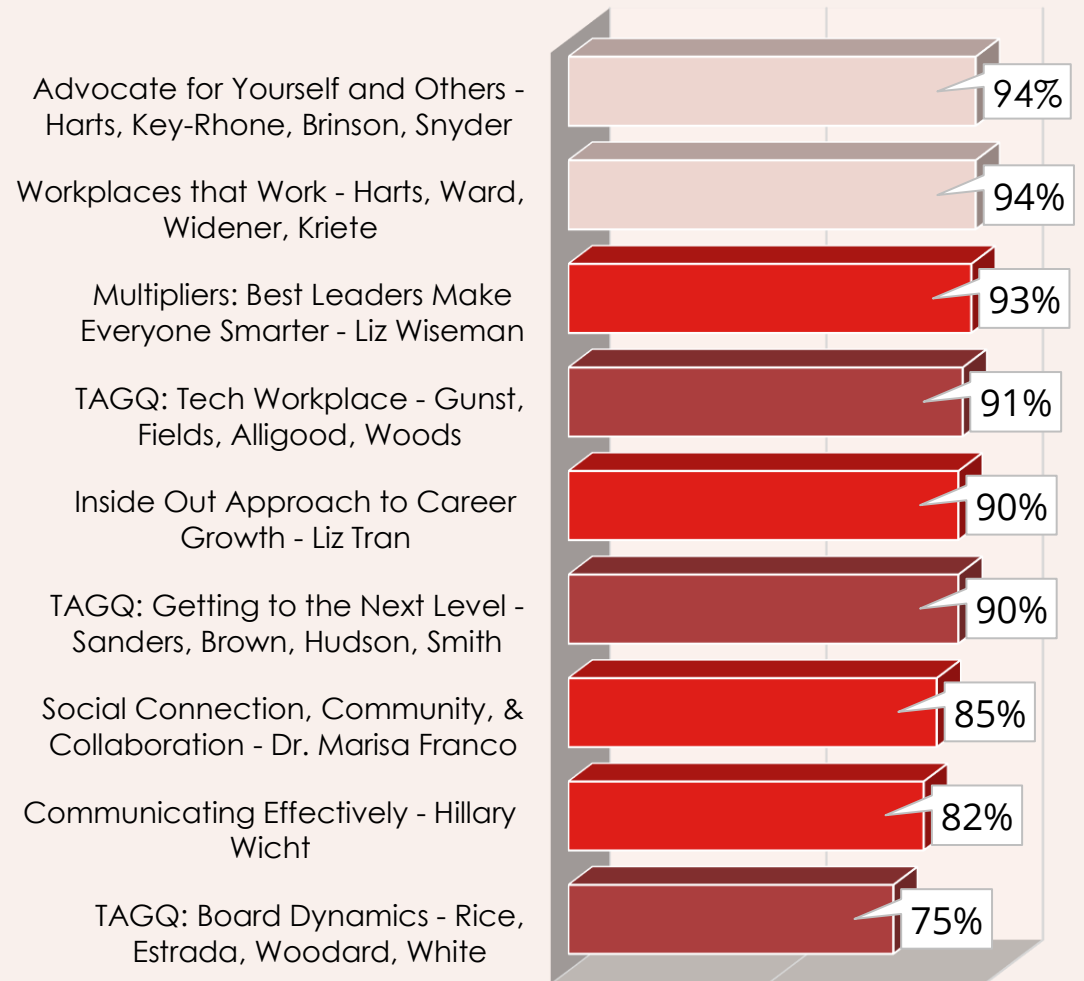
#3

# Speaker Feedback

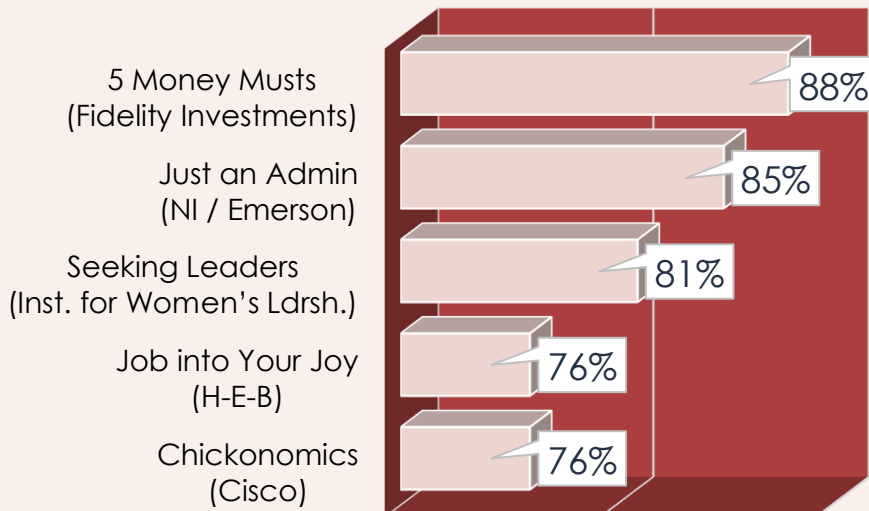
## KEYNOTE SESSIONS (Excellent or Great by Rating)



## BREAKOUT SESSION SPEAKERS (Excellent or Great by Rating)



## LEARNING STAGE SESSIONS (Excellent or Great by Rating)



Panel
  "That's A Good Question" (TAGQ)
  Workshop



# Speaker Feedback (cont'd)

## NOTEWORTHY FEEDBACK

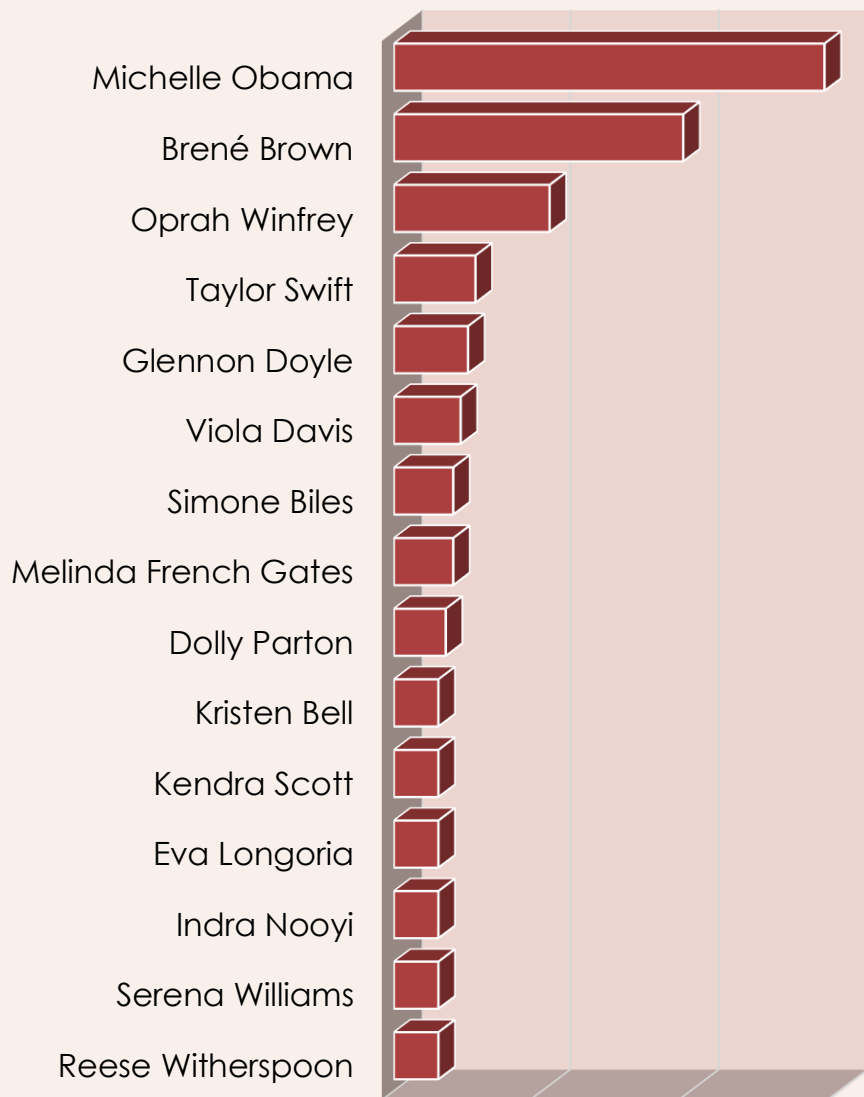
- Attendees expect speaker content to be broad enough that it is relatable and applicable, but specific enough that it is actionable and educational.
- Top-rated speakers were consistently found to be inspiring, uplifting, powerful, relatable, real, and authentic.
- The highest-rated speakers also provided attendees with tangible, actionable takeaways:
  - “Compelling, research-based, and appealed to experienced as well as new to the workforce leaders.”
  - “I am using what I learned here daily.”
  - “I cannot say how much I loved this session and how much I learned about myself. I have already apologized to my team and discussed how I will be changing going forward.”
  - “I left motivated to communicate my needs with my management.”
  - “I loved the targeted approach and the actionable steps to improve.”
- The rapport between speaker and moderator figures strongly into attendees' overall experience of the session. Chemistry creates raving fans, and absence of chemistry contributes to a decline in overall satisfaction with the session.

## NOTEWORTHY RECOMMENDATIONS

- While many loved the fun and unexpected conversations, applauded speakers' bravery in broaching certain topics, and found certain sessions “electrifying”, many others took the time to note that conversations that cross a line of decorum or veer too political are inappropriate and divisive for a professional conference (“Was awkward to sit through next to my boss”).
- Attendees would appreciate continued access to Breakout Session resources, including handouts, slides, and recordings

# Requests for Future Speakers

## TOP REQUESTED SPEAKERS FOR 2024

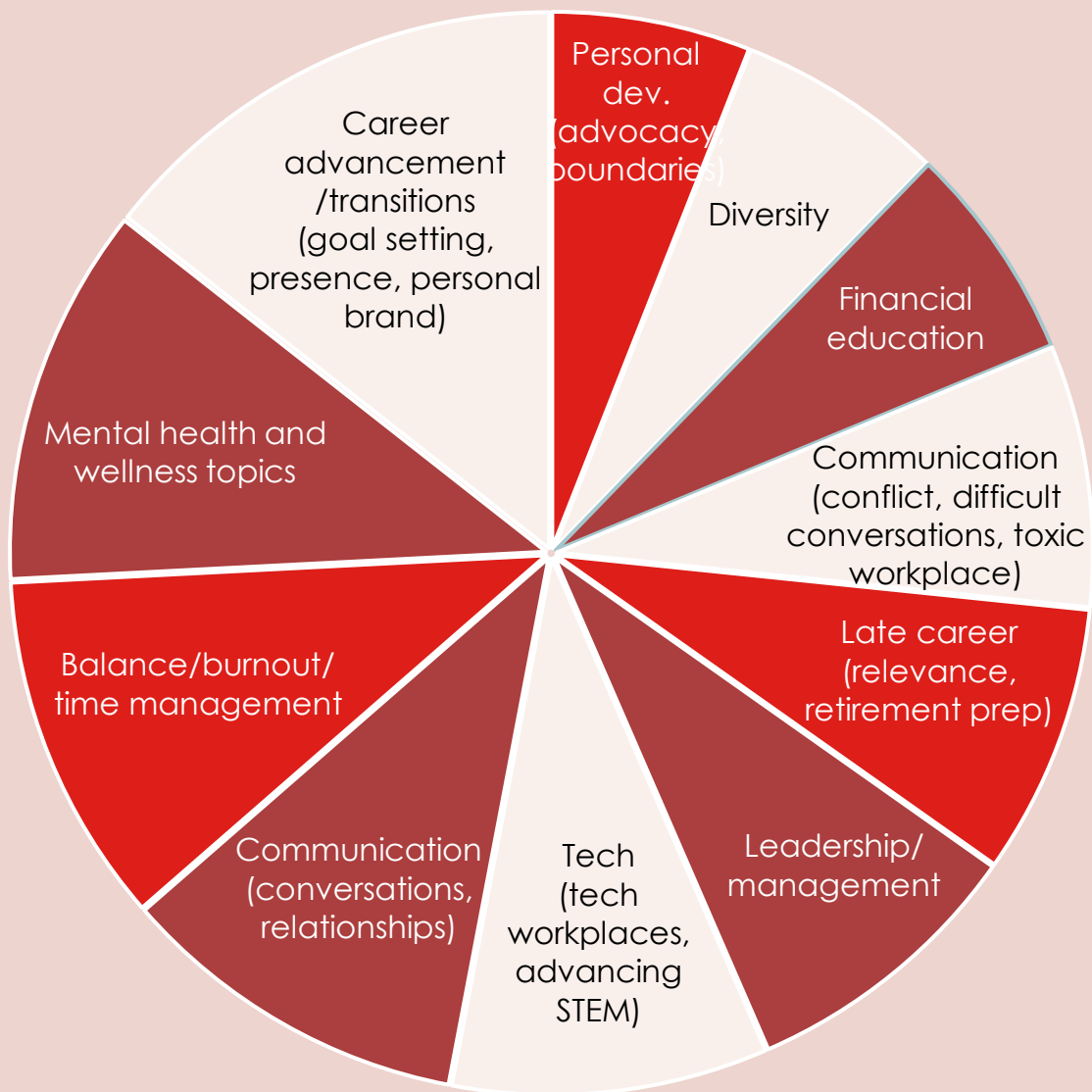


## NOTEWORTHY RECOMMENDATIONS

- More women CEOs/heads of corporations, like Indra Nooyi and Ginny Rometty. Leaders from traditionally male-dominated fields including tech, financial, pharmaceutical, energy, aerospace, the military, and law enforcement. Attendees would also like to hear from heads of large non-profits.
- Attendees appreciate both younger speakers (who can relate well to those newer to the workforce), as well as more experienced leaders who are more relatable for more seasoned professionals.
- Attendees highly value speaker diversity - in age, race, background, nationality, gender, and national/ international perspective. A handful of attendees specifically mentioned the desire for a Latina or Hispanic keynote speaker.
- Attendees love locals, and suggested Texans Kendra Scott, Kelly Clarkson, and Sandra Bullock.
- Attendees are not receptive to polarizing speakers, especially those from the political spectrum.

# Requests for Future Topics

## TOP REQUESTED TOPICS FOR 2024 SESSIONS



## ADDITIONAL THEMES THAT RESONATE WITH OUR COMMUNITY

- Confidence, imposter syndrome
- Networking
- Hybrid and remote work post-COVID
- Career pivots and transitions
- Entrepreneurship
- AI
- Allyship/navigating traditionally male-dominated workplaces
- Mentorship
- Empowerment

## NOTEWORTHY SUGGESTIONS

- A handful of attendees noted that the Conference centers on working mothers, and might look to include content geared towards child-free professional women as well
- One attendee shared her own interesting perspective: "It feels very much about training women to be better vs. training women to own our power and rightful place in every. single. aspect. of society."

# Overall Feedback

## OVERWHELMINGLY POSITIVE PARTICIPANT FEEDBACK

- “Great speakers; great sessions! Wish there was more time in the day!”
- “The keynote speakers were incredible - moving, insightful, strong, passionate!”
- “Love that it's fully back.”
- “I felt a great sense of pride, passion and togetherness.”
- “I am taking away more ideas, motivation and better attitude than any other conference “
- “I was not having a great morning, and coming to the conference really uplifted my spirits (hearing from great speakers, feeling part of something bigger, meeting other women).”
- “Amazing speakers and relatable, relevant topics”
- “The atmosphere was very warm and encouraging.”
- “I've been to other conferences and have left feeling drained and overwhelmed. Not this time. I feel excited and hopeful for the future success for women.”
- “The career development sessions gave specific actions to implement to make immediate change. “
- “I have no words... the energy was amazing and witnessing women lifting each other was priceless. “
- “It was truly humbling to be in the same space with more than 7,000 women, connecting and learning from each other.”
- “Bringing together over 7500 attendees to learn and share with each other affirms and supports DEI.”
- “I really felt like I can achieve my goals regardless of my many self doubts.”
- “Being with thousands of like-minded, successful women felt inspiring. My battery was recharged.”

WOULD THE FOLLOWING ADD VALUE TO YOUR CONFERENCE EXPERIENCE?	
Mobile app on event day	69% answered yes
Attendee contact sharing (opt-in only)	46% answered yes
Reusable tote bag	71% answered yes
Reusable water bottle	67% answered yes

# Overall Feedback (cont'd)

## ADDITIONAL FEEDBACK FOR FUTURE PLANNING

- With such a large crowd, attendees would have loved more coffee, water, snacks, and swag bags
  - Many were pleased with the Conference's organization:
    - "Hard to believe an event with 7500 attendees was executed so well!"
    - "It was very organized, and the volunteers were extremely helpful and friendly."
    - "This was the most smooth and effective conference I've been to in ages."
- However, this feedback was countered by feelings ranging from "crowded" and "overwhelming" to "chaotic". Attendees who shared this feedback were disappointed that breakout sessions filled up, and also wished to network more. One piece of feedback we may wish to consider as we plan future breakout/networking sessions : "I wish it was smaller & more intimate. I would have paid extra for this."
- The Conference's diversity of topics was appreciated, but many would have liked to see a greater diversity of speakers
  - While many looked forward to Learning Stage offerings, there was disappointment with both sound quality and seating capacity. CFW is already working to address this for next season.
  - Speakers need to be careful in assuming that the entire attendee audience agrees with them:
    - "It makes it less a form of unity when your ideals don't match up. I feel excluded rather than included."
    - "This should be a unifying conference and not talking about divisive political issues."
  - Attendees are very mindful of speakers' perceived track records:
    - "I almost cancelled my ticket when I saw Cecilia Abbott's name. Inviting speakers that actively work against women's rights sends a very confusing and disappointing message to attendees but appreciate she appeared with the First Lady of Austin to strike somewhat of a balance."
  - Attendees wish for the Conference to strike a balance between content for more experienced leaders and content for those who are younger in the workforce (for example: "The conference is focused primarily on young/rising professionals, not enough focus on the seasoned/veteran professional who are NOT executive/board level.")
  - For panel sessions, attendees are looking for a balance of panel content/Q&A's (which can be less relatable for the group)

# Thank you, Sponsors!

