

Women Future

CONFERENCE

November 8–10, 2022 | Virtual



2022 AGENDA TOPIC DESCRIPTIONS

LEADERSHIP

Find Your Voice: Insider Secrets from Seasoned Speakers

FOCUSSED ON

- professional speaking best practices and techniques
- obtaining new speaking opportunity leads and contracts
- differentiating yourself among speakers to broaden your audience

The Snowball Effect: How Women Led Businesses Create an Impact

FOCUSSED ON

- how women take initiative in their communities
- how women-owned businesses drive innovation, positive change, and overall economic growth
- looking for economics professionals and women-led business owners

Building Your Community of Mentors

FOCUSSED ON

- helping attendees build a mentorship roadmap as both a mentor or mentee
- serving as a mentor or asking for mentorship
- how to develop and utilize mentorship as a path to personal and professional development

ENTREPRENEURSHIP

Legal Tips for Your Trade

FOCUSSED ON

- protecting your business assets to move forward confidently and position yourself for success
- topics such as contracts, intellectual property, copyrights, trademarks, lawsuits, etc.

Think Like an Investor: How to Get the Funding You Deserve

FOCUSSED ON

- taking big business funding strategies and adapting them as entrepreneurs
- small business owners and low budget operators
- obtaining funding through investors, grants, and more

The Evolution of Connection: In-person vs Virtual Networking

FOCUSSED ON

- how networking has changed in our virtual world
- the benefits of in-person and virtual connections
- how to make genuine connections and broaden your network

Turning Passion into Profit

FOCUSSED ON

- how to turn your passions and side-hustles into profitable businesses
- the triumphs and struggles of your experience
- how to break the barrier and start your business

PERSONAL DEVELOPMENT

Silencing Self Doubt: Overcoming Imposter Syndrome

FOCUSSED ON

- causes of self doubt and strategies to banish imposter syndrome
- becoming an authentic leader
- how to gain confidence to overcome negative self-talk and achieve your goals

FearLESS: Facing Adversity

FOCUSSED ON

- sharing your life-changing story of overcoming adversity
- reclaiming your power and finding purpose after life's toughest battles
- learning to be resilient, courageous, and evolve into a stronger version of yourself

The Balancing Act: Self-Care and a Sustainable Work Life

FOCUSSED ON

- work-life balance and creating boundaries at work
- implementing self-care habits for both work and your personal life
- best practices to avoid career burnout

MARKETING

The Perfect Pitch

FOCUSSED ON

- how to prepare and enter a pitch competition
- how to captivate investors and differentiate yourself when pitching
- sharing you or your client's experience competing (and winning) pitch competitions

Strategic Storytelling: Advertising and PR Tactics for Your Business

FOCUSSED ON

- marketing your business using storytelling
- effectively advertising and creating brand recognition
- gaining traction through public relations

Leveraging Your LinkedIn

FOCUSSED ON

- creating an engaging LinkedIn profile
- making a good first impression on LinkedIn to gain meaningful connections
- marketing tactics to grow your network and reach

DIVERSITY, EQUITY & INCLUSION

Generational Work Styles: Understanding the Old and the New

FOCUSSED ON

- explaining traditional vs. new perspectives on work practices
- how veteran employees can be leaders but also adapt to new practices
- how to better your business by working with a range of generations (looking for Boomers, Millennials, etc.)

Cultivating an Inclusive Workplace: How Diversity Creates Opportunity

FOCUSSED ON

- how diversity in the workplace creates a cohesive atmosphere
- tactics to leverage and improve diversity in your business
- hiring for your organization's gaps to invite new perspectives and boost productivity and creativity

Diversity and Inclusion: Measuring Impact vs Tokenism

FOCUSSED ON

- explaining what tokenism is and the counterproductive impact it creates
- how to incorporate diversity with actual inclusion in the workplace
- avoiding simply meeting numerical diversity goals without making effective changes

TECHNOLOGY

Take a Seat at the Tech Table

FOCUSSED ON

- how women in tech leadership roles navigate job growth in a male-dominated field
- discussing the future of tech as it relates to your industry
- tips for women who would like to transition or start working in tech

The Ever Changing World of Social Media

FOCUSSED ON

- social media best practices to expand your audience and increase engagement
- how to keep up with social media trends and algorithms
- the future of social media

The Next Generation of Tech

FOCUSSED ON

- what's next for tech?
- how new technology will affect the future of work for women
- topics such as robotics, AI, VR, Metaverse, digital transformation, etc.

FUTURE OF WORK

Resilient Leadership in a Changing Business Landscape

FOCUSSED ON

- how resilient leaders are adapting and making effective changes in their organization
- strategies for developing and adjusting internal practices and culture
- readdressing leadership styles as our world changes and evolves
- embracing changing employee expectations while maintaining customer demands

