



Best Practices

The CFW Content Library offers content throughout the year. New sessions will become available each quarter (January 1, April 1, July 1 & October 1)

1. Host a Quarterly Watch Party OR Encourage a “Watch by DATE”

- Watch Party – Ask a company Executive to say a few words explaining why your company is involved in the Conference and thanking guests for participating.
- Watch the session(s) together or separately and set a future date for a “meet up”

2. Engage Guests in Fun and Creative Ways

- Use your chat channels to get attendees talking!
- Post quotes and questions in your internal chat.
- Pair up employees with colleagues or mentees / interns to share in the development experience.
- If you have guests participating from a company office location, consider setting up Conference rooms with grab and go food items, stickers for water bottles, and printed agendas that participants can take back to their desks.
Note: If you have interest in viewing keynote sessions via a large video format, please contact your Activation Director to request information.

Login Instructions

Send invited guests the below credentials for logging in to the platform. Please instruct users to never reset the password, as these credentials are used by everyone in your organization. If you have any issues logging in, please contact Danielle Leshinski dleshinski@conferenceforwomen.org.

LOGIN URL: <https://content-library.conferencesforwomen.org/>

LOGIN: XXXXXX

PASSWORD: XXXXXX

POST EVENT

1. Leverage Year-Round Conference for Women Resources

- [Women Amplified](#), a Conference for Women podcast hosted by Celeste Headlee, airs new episodes 3x per month that cover topics around leadership, career advancement, self-care, transitions, and other relevant issues facing women today.
- [Conference in Your Inbox](#) is a monthly inspirational and information Conference for Women newsletter; sign up at <https://www.conferenceforwomen.org/>.
- [Best Breakouts](#) is an audio series that offers timeless insights from the Conferences for Women archives to help you advance at work and in life.
- [Resource Center for Advancing Justice, Equity, and Inclusion](#) is curated to highlight some of the many individuals and organizations working today to advance justice, equity, and inclusion and help us learn and take action together.

2. Send a Post-Watch Email to Attendees

- Thank participants for being a part of the experience and continuing the inspiration.
- Spotlight quotes from your chats with a reminder that they can continue the learning in the virtual venue during the on-demand period.
- Remind employees to take the post event survey sent by the Conference. We take attendee feedback seriously and utilize their suggestions for future events.
- Assign employees to send either electronic or physical postcards to a colleague (or mentee/ intern) to share what impacted them most about the experience.

3. Host a Virtual Social Hour and Debrief Session After the Watch Session

- Include your Executive team and Attendees and encourage them to provide feedback and learnings surrounding the Conference.
- Use virtual breakout 'rooms' within tools like Cisco WebEx, G-Chat, Slack and MS Teams to get employees networking in smaller groups to spark connections.

4. Launch Internal Book Clubs to Keep the Conversation and Connection Going