

NJ'S LARGEST PROFESSIONAL WOMEN'S CONFERENCE IS BACK IN PERSON THIS YEAR!

8th Annual

WBLF

THE NJ WOMEN BUSINESS LEADERS FORUM

Win a
\$100 Amazon
gift card!
First 100
Registrants

SEPTEMBER 28-29 2022 ❖ CAESARS ATLANTIC CITY

REGISTER: [NJBIA.ORG/WBLF2022](https://njbia.org/wblf2022)

AGENDA &
PARTNERSHIPS



POWERED BY

NJBIA
New Jersey Business
& Industry Association

2022 WBLF PARTNERSHIPS

SEPTEMBER 28-29, 2022
CAESARS ATLANTIC CITY
NJBIA.ORG/WBLF2022

**WIN A
\$100
AMAZON
GIFT CARD**

*First 100 Registrants
to sign up!

9 Breakout Sessions

Executive
TED-Style Talks

One-on-one coaching
including résumé
building and LinkedIn
profile makeovers

Interact with Experts

Professional Headshots
Available!

Network with Attendees



JOIN US FOR THIS INCREDIBLE EVENT,
LIVE AND IN-PERSON

As we embark on our 8th year of building diversity in the workplace and the boardroom, we're thrilled to be hosting this event LIVE at Caesars Atlantic City.

Join the event that over 2,700 attendees have enjoyed in the past, and take some time for yourself to learn, grow, and succeed on your professional path.

Professional credits now available!

REGISTER TODAY! [NJBIA.ORG/WBLF2022](https://www.njbia.org/wblf2022)



STAY AT CAESARS ATLANTIC CITY

SEPT 28-29 – REGISTER NOW AT [NJBIA.ORG/WBLF2022](https://www.njbja.org/wblf2022)

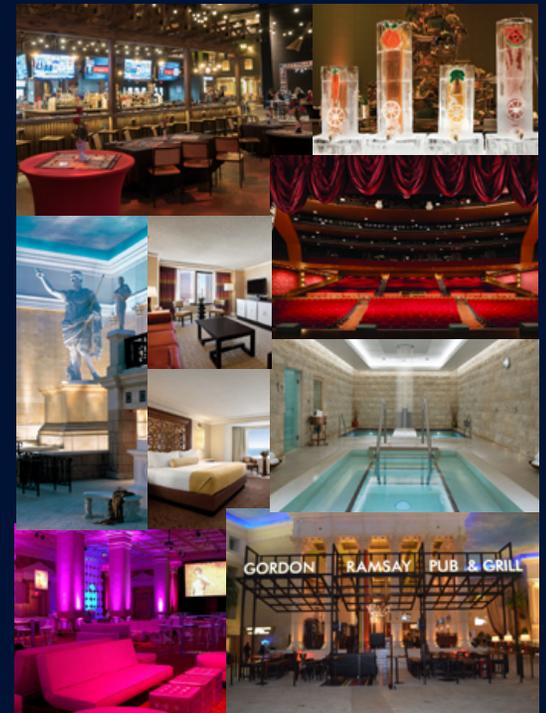
MOVE FAST FOR THE ROOM BLOCK
AT CAESARS ATLANTIC CITY HOTEL!

USE CODE **NJBIA2022** FOR THE DISCOUNTED RATE



CAESARS
ATLANTIC CITY

Caesars Atlantic City, NJ Hotel & Casino is the premier resort in AC where people from all different areas of the country come together for endless nightlife, hot table games and more. Every guest is treated as a Caesar who receives only the best. Whether you're looking for a suite, deluxe single bed, or premium double bed, Caesars has the perfect room awaiting you.



CONFERENCE OVERVIEW

SEPT 28-29 – REGISTER NOW AT [NJBIA.ORG/WBLF2022](https://www.njbja.org/wblf2022)

WEDNESDAY, SEPT 28

10:30 AM	Networking
11:00 AM	Lunch, Champagne Toast & Awards
11:30 AM	TED-style Talks
Noon	Networking Break
12:30 PM	Breakout Sessions (3 to choose from)
1:30 PM	Networking Break
1:45 PM	Breakout Sessions (3 to choose from)
2:45 PM	Networking Break
3:00 PM	Breakout Sessions (3 to choose from)
4:00 PM	Refresh & Recharge: Check In, Drop Your Bag, Take a Breath
4:00 PM	Ask the Expert Conversations
5:30 PM	Cocktail Reception

THURSDAY, SEPT 29

8:30 AM	Breakfast & Networking
9:30 AM	General Session & Leadership Panel
10:30 AM	Networking Break
10:45 AM	TED-style Talks
11:45 AM	Closing

DON'T FORGET!



TO ASK THE EXPERTS
SIGN UP for a 1-on-1 session
any time during the event



COCKTAIL RECEPTION
WEDNESDAY NIGHT
5:30 PM

Enjoy a night of networking at Nero's Italian Steakhouse for an experience that echoes the golden age of Atlantic City. Discover beautiful ocean views and attentive, personal service while meeting business leaders from around New Jersey.

NERO'S
ITALIAN STEAKHOUSE

ASK THE EXPERTS & NETWORKING

LEARN HOW TO FINE-TUNE YOUR PROFILE, RÉSUMÉ AND GROW YOUR NETWORK ONE-ON-ONE WITH TOP EXPERTS.

”

I know for me one of the greatest things was the impact that it has had on my network – hands down the most impactful conference that I have ever had the pleasure of attending.

— Jackie Lue Raia,
President - Alexena
Consulting

”



ASK THE EXPERTS

Coaching and mentoring is so important for our continued personal and professional growth. That is why we have handpicked a team of professionals to work with you. We have moved this popular session to the beginning of the week so that you can maximize your time at the event. Schedule your appointment with a coach or mentor.



RÉSUMÉ BUILDING

Of course, some things about job hunting haven't changed — the importance of networking and properly branding yourself, for instance — but it's also important to keep up with the latest job market trends to give yourself a competitive edge. Hear from those who've made the switch on how to set yourself up for a successful move.



GET A LINKEDIN PROFILE MAKEOVER

Let the experts help you take your LinkedIn profile to the next level and impress your network and connections. Schedule your appointment with a LinkedIn specialist and don't miss a minute of the event. *Appointments are first-come, first-served.*



NETWORKING IN-PERSON!

We'll be offering customer development opportunities allowing you time to pitch and make a connection or two.

WEDNESDAY BREAKOUTS

12:30pm

CHOOSE FROM ONE OF THE THREE FOLLOWING BREAKOUTS



Women Leaders in Manufacturing

Moderator and 3 Speakers

Did you know that only one in four manufacturing leaders are women? Careers in manufacturing are not sought out by women. Hear from some of New Jersey's top women manufacturing leaders about their journey, and how you can use the emphasis on increasing workforce diversity to find an opportunity in manufacturing leadership.



Recognizing & Navigating a Toxic Workplace

Moderator and 3 Speakers

All jobs have some level of stress – even on good days, but if your job is making you tired, depressed or even physically ill, maybe you're in a toxic work environment. Learn how to recognize red flags, how to handle it, and how to take your next step on your terms and in your time, so your next job will be a place you truly enjoy working.



The Double Standard

Moderator and 3 Speakers

When men are successful, it is expected, but when women succeed in the workplace they are often overlooked or minimized. Despite having the same skills and ambitions as their male counterparts, women aren't reaching those same levels of success. Our panelists will discuss the double standard and how to achieve success in the workplace despite the challenges resulting from gender disparity.

WEDNESDAY BREAKOUTS

1:30pm

CHOOSE FROM ONE OF THE THREE FOLLOWING BREAKOUTS



Branding Yourself

Moderator and 3 Speakers

In a crowded professional landscape, developing a personal brand that stands out is part of setting yourself apart from the crowd. Whether you're welcoming attendees, recruiting new talent, or generating leads at an event, impressions matter. During this discussion, panelists will equip you with the necessary tools to authentically brand yourself at any point in your career. You will walk away with the know-how for strategizing your brand and your goals.



Building Workplace Confidence

Moderator and 3 Speakers

Confidence in the workplace and the role it plays in your career is vital to your success. During this panel, we will explore the challenges and biases women face, how they can affect your confidence in the workplace, and provide tips and strategies to build your confidence.



Tap Into Your Creativity

Moderator and 3 Speakers

Being creative enables us to turn new ideas into reality. We all use creativity in our work, whether in the sphere of arts, media, business, education, medicine, or politics. This panel will train our 'creative muscle' through a series of questions.

WEDNESDAY BREAKOUTS

2:45pm

CHOOSE FROM ONE OF THE THREE FOLLOWING BREAKOUTS



Can We Have It All? The Age-Old Question

Moderator and 3 Speakers

Women bear the cost for working in a way that men don't, but finding balance is possible. Hear from our panel of leaders who will share their journeys. They'll explain why having it all doesn't mean the same thing for every woman and provide tips on how to reclaim your time, and space.



Negotiations: Money, Advancement, & Opportunity

Moderator and 3 Speakers

Negotiating well can often be the difference between great opportunity (and money) and the status quo. Learn how to know your own value, how to bring it to a company and negotiate your way up the ladder.



Inter-Generational Communication

Moderator and 3 Speakers

All five generations are in the workplace now, and this can lead to miscommunication, misunderstanding and, sometimes, no communication at all. Faulty communication can create generational conflict that slows production, reduces workplace enjoyment and fosters distrust. Learn how to ensure your communication style meshes with your colleagues' learning and listening styles.

THURSDAY GENERAL SESSION PANEL

9:30am



Leadership: Finding Your Voice

Moderator and 3 Speakers

Your leadership voice isn't just your tone or speaking style, it's a reflection of your core values and communication skills that impact how you present yourself as a leader. Hear from experienced leaders who will tell you how to speak with persuasive power, whether you're speaking up in a meeting, providing feedback, pitching an idea, or articulating your vision.

”

We are all surrounding one another, we are sharing not just tips, strategies, and tactics for business, but for life and for ourselves as women business owners.

— Kerry Barrett, Emmy Award Winning, Owner Founder, Kerry Barrett, Inc.

”

BE MORE VISIBLE WITH OUR WBLF PARTNERSHIPS

Increase your company's profile by partnering with us on our biggest event. Support The New Jersey Women Business Leaders Forum, powered by NJBIA, and show New Jersey's executive business community what you have to offer! Our attendees range from young leaders to CEOs. Represent your company and show attendees how you can help them stand out with top-end products and programs to advance their careers.

Partnership
Packages

609-858-9499

Discounted Ad &
Partner Packages

973-852-6225

IN-PERSON AT CAESARS ATLANTIC CITY
500+ ATTENDEES



MEET OUR 2022 PARTNERS



**BE MORE
VISIBLE**

CALL 609-858-9499



”

For women, the climb is different. The glass ceilings are still there. So it's great to have a comfortable space to talk about some of the challenges that you encounter as a woman in a leadership role, and how you get past those challenges to achieve success.

—Tai Cooper, Chief
Community Development
Officer, NJEDA

”

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CAPITALIZE ON THE HIGH VISIBILITY OF OUR BIGGEST EVENT WITH A PARTNERSHIP.
CO-BRAND WITH US AND ESTABLISH SYNERGIES THAT DELIVER RESULTS.

RECEPTION PARTNER – EXCLUSIVE!

\$15,000

PRE-EVENT

- ▶ Recognition by MC at Women Business Leader Council monthly meetings
- ▶ Acknowledgement in press releases
- ▶ Logo visibility on WBLF event page

EVENT

- ▶ Invitation to speak on a panel at the WBLF conference
- ▶ 10 guest registrations to WBLF
- ▶ Formal recognition from podium by NJBIA President
- ▶ Logo visibility on event signage
- ▶ Exhibit table

POST-EVENT

- ▶ Registration list with contact info
- ▶ Recognition by MC at Council meetings

EXTRA

- ▶ 2 week banner on *New Jersey Business Today* e-news service
- ▶ 1 month web banner package on njbmagazine.com and njbia.org
- ▶ ¼ page profile of your Women Business Leader to be included in the September issue of *New Jersey Business Magazine*, which will have a cover story on Successful Women in Business
- ▶ 1 guest appearance on NJBIA's TV show, *Minding Your Business* on the topic of your choice
- ▶ Your *Minding Your Business* episode shared on our social media channels
- ▶ NJBIA's Communications team furnishes the clip of your appearance for you to post on your website, or to use however you would like

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PLATINUM LEVEL – EXCLUSIVE!

\$15,000

PRE-EVENT

- ▶ Recognition by MC at Council meetings
- ▶ Acknowledgement in press releases
- ▶ Logo visibility on WBLF event page

EVENT

- ▶ 10 guest registrations to WBLF
- ▶ Formal recognition from podium by NJBIA President
- ▶ Logo visibility on event signage
- ▶ Exhibit table

POST-EVENT

- ▶ Registration list with contact info
- ▶ Recognition by MC at WBL Council meetings

EXTRA

- ▶ 2 week banner run on *New Jersey Business Today* e-news service
- ▶ 1 month web banner package on njbmagazine.com and njbia.org
- ▶ ¼ page profile of your Women Business Leader, to be included in the September issue of *New Jersey Business Magazine*, which will have a cover story on Successful Women in Business.
- ▶ 1 guest appearance on NJBIA's TV show, *Minding Your Business* on the topic of your choice
- ▶ Your *Minding Your Business* episode shared on our social media channels
- ▶ NJBIA's Communications team furnishes the clip of your appearance for you to post on your website, or to use however you would like

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BREAKOUT SESSION

\$11,000

PRE-EVENT

- ▶ Acknowledgement in press releases
- ▶ Logo visibility on WBLF event page

EVENT

- ▶ Company logo featured exclusively in breakout room
- ▶ Invitation to make collateral material available to all attendees
- ▶ 10 guest registrations to WBLF
- ▶ Formal recognition from podium by NJBIA President
- ▶ Logo visibility on event signage
- ▶ Exhibit table

POST-EVENT

- ▶ Registration list with contact info

EXTRA

- ▶ 1 week banner run on *New Jersey Business Today* e-news service
- ▶ 1 month web banner package on njbmagazine.com and njbia.org
- ▶ ¼ page profile of your Women Business Leader, to be included in the September issue of *New Jersey Business Magazine*, which will have a cover story on Successful Women in Business
- ▶ 1 guest appearance on NJBIA's TV show, *Minding Your Business* on the topic of your choice
- ▶ Your *Minding Your Business* episode shared on our social media
- ▶ NJBIA furnishes the clip of your appearance to you

CHAMPAGNE TOAST

\$10,000

PRE-EVENT

- ▶ Acknowledgement in press releases
- ▶ Logo visibility on registration page

**EXCLUSIVE
PARTNERSHIP**

EVENT

- ▶ 10 guest registrations to WBLF
- ▶ Opportunity to present the champagne toast from the dais
- ▶ Logo visibility on event signage
- ▶ Formal recognition by NJBIA President during opening remarks
- ▶ Exhibit table

POST-EVENT

- ▶ Registration list with contact info
- ▶ 1 week banner run on *New Jersey Business Today* e-news service
- ▶ 1 month web banner package on njbmagazine.com and njbia.org
- ▶ ¼ page profile of your Women Business Leader, to be included in the September issue of *New Jersey Business Magazine*, which will have a cover story on Successful Women in Business.
- ▶ 1 guest appearance on NJBIA's TV show, *Minding Your Business* on the topic of your choice
- ▶ Your *Minding Your Business* episode shared on our social media
- ▶ NJBIA's Communications team furnishes the clip of your appearance for you to post on your website, or to use however you would like

SOLD

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CAPITALIZE ON THE HIGH VISIBILITY OF OUR BIGGEST EVENT WITH A PARTNERSHIP.
CO-BRAND WITH US AND ESTABLISH SYNERGIES THAT DELIVER RESULTS.

GOLD LEVEL

\$10,000

PRE-EVENT

- ▶ Acknowledgement in press releases
- ▶ Logo visibility on WBLF event page

EVENT

- ▶ 10 guest registrations to WBLF
- ▶ Formal recognition from podium by NJBIA President
- ▶ Logo visibility on event signage
- ▶ Exhibit table

POST-EVENT

- ▶ Registration list with contact info

EXTRA

- ▶ 1 week banner run on *New Jersey Business Today* e-news service
- ▶ 1 month web banner package on njbmagazine.com and njbia.org
- ▶ ¼ page profile of your Women Business Leader, to be included in the September issue of *New Jersey Business Magazine*, which will have a cover story on Successful Women in Business
- ▶ 1 guest appearance on NJBIA's TV show, *Minding Your Business* on the topic of your choice
- ▶ Your *Minding Your Business* episode shared on our social media channels
- ▶ NJBIA's Communications team furnishes the clip of your appearance to you to post on your website, or to use however you would like

SILVER

\$7,000

PRE-EVENT

- ▶ Acknowledgement in press releases
- ▶ Logo visibility on WBLF event page

EVENT

- ▶ 5 guest registrations to WBLF
- ▶ Formal recognition from podium by NJBIA President
- ▶ Logo visibility on event signage
- ▶ Exhibit table

POST-EVENT

- ▶ Registration list with contact info

EXTRA

- ▶ 1 month web banner package on njbmagazine.com and njbia.org
- ▶ 1 guest appearance on NJBIA's TV show, *Minding Your Business* on the topic of your choice
- ▶ Your *Minding Your Business* episode shared on our social media channels
- ▶ NJBIA's Communications team furnishes the clip of your appearance for you to post on your website, or to use however you would like

BRONZE

\$3,000

PRE-EVENT

- ▶ Logo visibility on WBLF event page

EVENT

- ▶ 2 guest registrations to WBLF
- ▶ Formal recognition from podium by NJBIA President
- ▶ Logo visibility on event signage
- ▶ Exhibit table

POST-EVENT

- ▶ Registration list with contact info

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CAPITALIZE ON THE HIGH VISIBILITY OF OUR BIGGEST EVENT WITH A PARTNERSHIP.
CO-BRAND WITH US AND ESTABLISH SYNERGIES THAT DELIVER RESULTS.

BAG \$6,000

PRE-EVENT

- ▶ Logo visibility on registration page
- ▶ Logo visibility on event page

EVENT

- ▶ Logo visibility on event page
- ▶ Formal recognition from podium by NJBIA President
- ▶ Logo visibility on event signage
- ▶ Exhibit table

POST-EVENT

- ▶ Registration list with contact info
- ▶ 1 guest appearance on NJBIA's TV show, *Minding Your Business* on the topic of your choice
- ▶ Your *Minding Your Business* episode shared on our social media channels
- ▶ NJBIA's Communications team furnishes the clip of your appearance for you to post on your website, or to use however you would like

SOLD

GOODIE BAG ADDITION \$550

PRE-EVENT

- ▶ Logo visibility on registration page
- ▶ Logo visibility on event page

EVENT

- ▶ Invitation to include giveaway item inside goodie bag
- ▶ 1 guest registration to WBLF
- ▶ Formal recognition from podium by NJBIA President
- ▶ Logo visibility on event signage

ASK THE EXPERT PARTNERSHIP \$500

PRE-EVENT

- ▶ Time throughout the week for pre-event coaching using your own Zoom room
- ▶ Set and keep your own appointments
- ▶ We will market you to the registrants who will be in touch to set appointments
- ▶ Logo visibility on the event page

EVENT

- ▶ 1 guest registration to event
- ▶ Exhibit table
- ▶ Logo visibility on event signage

DISCOUNTED PACKAGES

TAKE ADVANTAGE OF OUR DISCOUNTED ADVERTISING AND PARTNERSHIP PACKAGES!
CALL 973-852-6225!



NEW JERSEY
BUSINESS
MAGAZINE

NJBT
New Jersey Business Today

Now in our 68th year, NEW JERSEY BUSINESS MAGAZINE is the Garden State's longest-standing business publication. Published monthly, with more than 93,000 readers, no other statewide business publication has our reach and influence. Take advantage of our discounted advertising and partnership packages! **CALL 973-852-6225!**