

AGENDA &  
PARTNERSHIPS

POWERED BY  
**NJBIA**  
New Jersey Business  
& Industry Association



9<sup>th</sup> Annual

# WBLF

THE NJ WOMEN BUSINESS LEADERS FORUM  
NJ'S LARGEST PROFESSIONAL WOMEN'S CONFERENCE

BACK IN  
NORTH  
JERSEY!

**NEWARK LIBERTY INTERNATIONAL AIRPORT MARRIOTT**

**SEPTEMBER 27-28, 2023**

**REGISTER NOW!**

**[NJBIA.ORG/WBLF2023](https://njbia.org/wblf2023)**

9<sup>th</sup> Annual  
**WBLF**  
THE NJ WOMEN BUSINESS LEADERS FORUM  
NJ'S LARGEST PROFESSIONAL WOMEN'S CONFERENCE

**NEWARK LIBERTY  
INTERNATIONAL  
AIRPORT MARRIOTT**  
**SEPTEMBER 27-28, 2023**  
**REGISTER NOW!**  
**[NJBIA.ORG/WBLF2023](https://njbia.org/wblf2023)**

- 12 Breakout Sessions
- TED-Style Talks
- One-on-one Coaching
- Résumé Building
- LinkedIn Makeovers
- Interact with Experts
- Networking
- After Party



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

The largest professional women's conference in the state is back for its 9<sup>th</sup> year of empowering women in the workplace and the boardroom. We bring over 500 individuals together to exchange cards and ideas, form an agenda to increase diversity in corporate leadership and get empowered to build successful businesses. Take some time for yourself to learn, grow, and succeed on your professional path.

REGISTER NOW AT **[NJBIA.ORG/WBLF2023](https://njbia.org/wblf2023)**



MOVE FAST TO BOOK YOUR ROOM!

[VISIT NJBIA.ORG/WBLF2023](https://www.njbia.org/wblf2023)

FOLLOW THE LINK ON THE WEBPAGE.

DEADLINE TO BOOK YOUR ROOM IS SUNDAY, AUG. 27.



**SAVE & STAY AT  
NEWARK LIBERTY INTERNATIONAL  
AIRPORT MARRIOTT**

### DRIVING DIRECTIONS

**Newark Liberty International Airport Marriott**  
1 Hotel Road Newark, NJ 07114 | 973-623-0006

*Newark International Airport Newark Airport Marriott Hotel, the only on-premise airport hotel at Newark International Airport, located on the oval site directly in front of Terminal B.*

### NEW JERSEY TURNPIKE

- (Northbound/Southbound) Exit 13A or 14 "Newark International Airport"
- Coming into the Airport follow signs for Marriott Hotel.

### GARDEN STATE PARKWAY

- (Northbound) Exit 140 to US 22 East
- Travel 4 miles to Southbound US 1&9 to Airport Entrance (bear left)
- Coming into airport follow signs for Marriott Hotel.
- (Southbound) Exit 142 to NJ 24 East/I-78 to Southbound US 1&9 to Airport Entrance (bear right)
- Coming into airport follow signs for Marriott Hotel.

### FROM GEORGE WASHINGTON BRIDGE

- Take New Jersey Turnpike South to Exit 14 or 13A
- Follow signs for "Newark International Airport"
- Coming into airport follow signs for Marriott Hotel

### FROM NYC/HOLLAND TUNNEL

- Take I-78/New Jersey Turnpike Extension to Turnpike south to Exit 14 or 13A
- Follow signs for "Newark International Airport"
- Coming into airport follow signs for Marriott Hotel

### FROM INTERSTATE 80 EAST

- Take I-80 East to NJ Turnpike South to Exit 14 or 13A
- Follow signs for "Newark International Airport"
- Coming into airport follow signs for Marriott Hotel

ONCE YOU ARRIVE INTO THE NEWARK AIRPORT, PLEASE FOLLOW THE BLUE/WHITE MARRIOTT SIGNS TO DIRECT YOU TO THE HOTEL

# CONFERENCE OVERVIEW

SEPT 27-28 – REGISTER NOW AT [NJBIA.ORG/WBLF2023](https://www.njbja.org/wblf2023)

## WEDNESDAY, SEPT 27

10:00 AM	<b>Networking</b>
11:00 AM	<b>Lunch, Welcome &amp; Champagne Toast</b>
11:15 AM	<b>Awards Ceremony</b>
11:30 AM	<b>TED-style Talks</b>
12:00 PM	<b>Networking Break / Room Change</b>
12:35 PM	<b>Breakout Sessions</b> (3 to choose from)
1:35 PM	<b>Networking</b>
1:50 PM	<b>Breakout Sessions</b> (3 to choose from)
2:50 PM	<b>Networking</b>
3:10 PM	<b>Breakout Sessions</b> (3 to choose from)
4:10 PM	<b>Refresh &amp; Recharge:</b> Check In, Drop Your Bag, Take a Breath
4:45 PM	<b>Closing Deals in Heels Cocktail Reception</b>
6:45 PM	<b>Smashing the Glass Ceiling After Party</b>

## THURSDAY, SEPT 28

8:30 AM	<b>Breakfast &amp; Networking</b>
9:30 AM	<b>Breakout Sessions</b> (3 to choose from)
10:30 AM	<b>Networking</b>
10:50 AM	<b>TED-style Talks</b>
11:45 AM	<b>Closing</b>

**DON'T FORGET!**



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

REGISTER NOW AT [NJBIA.ORG/WBLF2023](https://www.njbja.org/wblf2023)

## RECEPTION & AFTER PARTY

END THE FIRST DAY WITH NETWORKING, DRINKING AND DANCING WITH OUR BACK-TO-BACK EVENTS!



### CLOSING DEALS IN HEELS RECEPTION

Join us for an evening of beverages, heavy hors d'oeuvres, and networking as we celebrate the end of day one and make plans for day two.



### SMASH THE GLASS CEILING AFTER PARTY

For those of us who'll be staying over, a special treat. Music and dancing to solidify the bonds of new friendships and give you extra time with your favorite ladies.

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# 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.

## 12 BREAKOUT SESSIONS!



### Improving your Professional Presence

Have you mastered your Zoom view? Is your email writing etiquette up to par? Do you enter a room with confidence? Get tips on how to enhance your presence from seasoned professionals.



### Career Re-entry After Caregiving through Returnships

Getting back into the workforce after a career break for caregiving can be daunting. Returners face significant bias around their gap in employment, and companies striving for greater equity and inclusion often overlook this skilled and diverse pool of talent. Learn how innovative employers are welcoming experienced talent back to the workforce through returnship programs and what you can do to best prepare yourself to get back to your career.



### Courageous Conversations

Creating connections with colleagues and prospects can be easy. Maintaining those connections often requires a level of honesty that can make us uncomfortable. Join this panel discussion to learn how to have courageous conversations to create transparency, give neutral feedback, and lead with gravitas and grace.

# 12 BREAKOUT SESSIONS!



## **Women Leaders in Manufacturing, sponsored by the NJ Manufacturing Extension Program**

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.



## **Boards, Taking the Step**

Many women aspire to seats on a paid board. Attend this panel to learn what it takes to be a successful candidate for a paid board position, and hear from experts who've traveled that path about what to expect.



## **Salary Negotiation & Pay Equity**

More businesses are posting salaries for their open positions. With this change, does it modify how you negotiate your salary? Does it rule out asking for a signing bonus? Get tips from experts on how to negotiate a salary you deserve.



# 12 BREAKOUT SESSIONS!



## Finding Your Bliss

When you can merge the things that you're passionate about with the things that make you money, you've found the key to happiness. Attend this panel to hear how to narrow your focus to identify ways to find fulfillment while feathering your nest.



## Secrets and Benefits to Building a Strong Network

A network you can rely on doesn't just grow naturally; it's cultivated and built intentionally. Attend this panel to understand the importance of a network, why building it can be different for women, and how you can grow your own, with intention and stride.



## Is Confidence a Dirty Word?

Some women exhibit a high level of confidence, and can be labeled difficult, or worse. Others hold back their confidence for fear it will be misunderstood. This can be particularly true for military veterans, or those re-entering the workforce after a break in their career. Attend this panel to hear strategies for striking the right balance, understanding when to throw out the rule book and walk in, and when to own your power.

# 12 BREAKOUT SESSIONS!



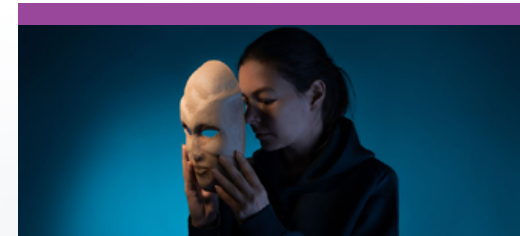
## Branding Yourself

In a crowded professional landscape, developing a personal brand that stands out is essential for 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.



## Mentorship Culture: Starting A Successful Mentoring Program

HR leadership teams have had to contend with an increasingly challenging environment the past three years – all while striving to improve workplace culture, attract and retain talent, and provide professional development opportunities for employees at all organizational levels. Well-designed and managed mentorship programs can have a dramatic impact on workplace culture, people engagement, and retention. Starting a mentorship program isn't rocket science, however, there's certainly an art to it.



## Imposter Syndrome

While not an exclusive female phenomenon, imposter syndrome is something many women struggle with. Doubting our skills, talents and accomplishments, coupled with the internalized fear of being exposed, creates very real anxiety and agita. Attend this panel discussion to learn how to combat those feelings, and work toward overcoming them.

## TED-STYLE TALKS

Wednesday @ 11:30am  
Thursday @ 10:50am



In two separate sessions, top executives and C-Suite leaders will talk candidly about their greatest failures, biggest lessons learned, and proudest achievements. Let them inspire you to grow to YOUR fullest potential!

# INSPIRING!

Great women empowerment sessions

VERY WELL ORGANIZED

Found the speakers very entertaining & motivational.

The speakers were insightful and the sessions offered a wide range of interesting and relevant topics to women business leaders in NJ.

*It was amazing to connect with so many powerful and wonderful women.*

I did relate to the common theme sewn through, which was "you can do it, do not short change your potential, believe in yourself!"

## Truly amazing!

Diverse, experienced, & inspirational set of (TED Talks) speakers.

*Good selection of speakers who gave great advice to the up-and-coming young leaders in the room.*

**I will be back next year!**

POWERFUL BREAKOUT ROOMS!

# 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**

**500+ ATTENDEES IN-PERSON AT  
NEWARK AIRPORT MARRIOTT HOTEL**



# MEET OUR 2023 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.

**PLATINUM LEVEL – EXCLUSIVE!**

**\$15,000**

\$15,000			
<p><b>PRE-EVENT</b></p> <ul style="list-style-type: none"> <li>▶ Recognition by MC at Council meetings</li> <li>▶ Acknowledgement in press releases</li> <li>▶ Logo visibility on WBLF event page</li> </ul>	<p><b>EVENT</b></p> <ul style="list-style-type: none"> <li>▶ 10 guest registrations to WBLF</li> <li>▶ Formal recognition from podium by NJBIA President</li> <li>▶ Logo visibility on event signage</li> <li>▶ Exhibit table</li> </ul>	<p><b>POST-EVENT</b></p> <ul style="list-style-type: none"> <li>▶ Registration list with contact info</li> <li>▶ Recognition by MC at WBL Council meetings</li> </ul>	<p><b>EXTRA</b></p> <ul style="list-style-type: none"> <li>▶ 2 week banner run on <i>New Jersey Business Today</i> e-news service</li> <li>▶ 1 month web banner package on njbmagazine.com and njbia.org</li> <li>▶ ¼ page profile of your Women Business Leader, to be included in the September issue of <i>New Jersey Business Magazine</i>, which will have a cover story on Successful Women in Business.</li> </ul>

REGISTER NOW AT [NJBIA.ORG/WBLF2023](http://NJBIA.ORG/WBLF2023)

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CO-BRAND WITH US AND ESTABLISH SYNERGIES THAT DELIVER RESULTS.

## BREAKOUT SESSION

\$12,000

### PRE-EVENT

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

### 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

### 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.

## CHAMPAGNE TOAST

\$12,000

### PRE-EVENT

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

**EXCLUSIVE  
PARTNERSHIP**

### 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..

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## GOLD LEVEL

\$12,000

### 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.

## 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

## 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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### **BAG** **\$6,000**

#### **PRE-EVENT**

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

#### **EVENT**

- ▶ Logo visibility (one of three) on commemorative tote bag given away to every attendee
- ▶ 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

### **EXHIBIT TABLE** **\$1,500**

#### **PRE-EVENT**

- ▶ Logo visibility on the event page

#### **EVENT**

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

#### **POST-EVENT**

- ▶ Registration list with contact info

### **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!  
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**BUSINESS**  
MAGAZINE

**NJBT**  
New Jersey Business Today

Now in our 69<sup>th</sup> 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!**

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