

AGENDA &
PARTNERSHIPS

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



WBLF 10

Year
ANNIVERSARY
ESTABLISHED 2015

SEPT. 25-26, 2024
BALLY'S CASINO HOTEL

[NJBIA.ORG/WBLF2024](https://njbja.org/wblf2024)



10 YEARS IN THE MAKING!

It's hard to believe 2024 will mark the 10th year of The New Jersey Women Business Leaders Forum, powered by NJBIA!

For a decade, we have seen this event grow into the largest professional women's conference in New Jersey. But beyond the thousands who have attended this NJBIA flagship event, it's what they get out of it every year that makes us the proudest.

Since 2015, this event has helped to inspire and illuminate the incredible achievements and contributions of women leaders from all walks of life. From boardrooms to classrooms, from laboratories to legislative chambers, women have been breaking barriers, shattering glass ceilings, and paving the way for a more equitable and inclusive world. But this year is not just about looking back; it is also about looking forward; working to carry their legacy forward, to continue to work toward gender diversity in the boardroom and beyond. This year's agenda builds on the mission of increasing diversity in corporate leadership, improving careers, providing more work-life balance, and, of course, building successful businesses!

For those who have participated in this event previously, thank you for accompanying us on this remarkable journey. For those contemplating joining us, we hope to see you in September! Together, let's all continue to embrace the next decade filled with empowerment, inspiration, and progress.

Michelle N. Sieh



BALLY'S
CASINO HOTEL
SEPTEMBER 25-26, 2024
REGISTER NOW!
[NJBIA.ORG/WBLF2024](https://www.njbja.org/wblf2024)

- 12 Breakout Sessions
- Executive Talk Hour
- Executive Panel
- Interact with Experts
- Networking
- Cocktail Reception
- Silent Auction
- Gift Bag

REGISTER

BE MORE VISIBLE WITH OUR WBLF PARTNERSHIPS

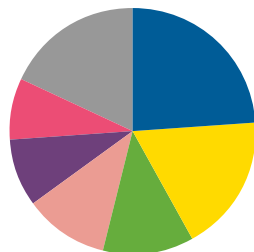
Increase your company's profile by partnering with us on our biggest event. Support The New Jersey Women Business Leaders Forum, powered by NJBIA, and show New Jersey's executive business community what you have to offer! Our attendees range from young leaders to CEOs. Represent your company and show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

EVENT STATS SINCE YEAR 1

500+ Attendees Annually

221 Unique Partners

583 Partners



WBLF Attendees by Title:

24%	C-suite
18%	President
12%	Director
11%	Vice President
9%	Owner
8%	Manager
18%	Other

CELEBRATING A DECADE OF PARTNERSHIP AT WBLF



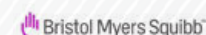
AT&T



PNC BANK



OTHER TOP PARTNERS SINCE 2014



PARTNER NOW AT
NJBIA.ORG/WBLF2024

WBLF 10^{Year} ANNIVERSARY

POWERED BY
NJBIA
New Jersey Business
& Industry Association

Bally's
ATLANTIC CITY

STAY & SAVE AT BALLY'S CASINO HOTEL

MOVE FAST TO BOOK ONE OF THE NEWLY RENOVATED
ROOMS FOR YOUR OVERNIGHT STAY.

VISIT NJBIA.ORG/WBLF2024

Click the link on the WBLF Event Page to reserve your room with the discounted rate.

DEADLINE: MONDAY, AUGUST 26 BY 5PM



CONFERENCE OVERVIEW

WEDNESDAY, SEPT 25

9:30 AM	Networking, Registration, & Brunch
11:00 AM	Welcome & Champagne Toast
11:30 AM	Awards Ceremony
12:00 PM	Executive Talks (2 TED-style Talks)
12:30 PM	Interactive Presentation
12:50 PM	Networking
1:15 PM	Breakout Sessions (4 to choose from)
2:15 PM	Networking
2:30 PM	Breakout Sessions (4 to choose from)
3:30 PM	Networking & Afternoon Snack
4:00 PM	C-Suite Panel
5:00 PM	Networking, Refresh & Recharge
6:30 PM	Cocktail Reception

THURSDAY, SEPT 26

8:30 AM	Breakfast & Networking
9:30 AM	Breakout Sessions (4 to choose from)
10:30 AM	Networking
10:50 AM	Executive Talks (2 TED-style Talks)
11:20 AM	C-Suite Panel
12:20 AM	Closing Remarks



EXECUTIVE TALKS

Wednesday @ 3:30 pm



We invite three C-Suite executives to provide TED-Style Talks at 20 minutes each.

EXECUTIVE PANEL

Thursday @ 10:50 am



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!

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IMPACT**
with our Speaking
Opportunities
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”

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

”

12 BREAKOUT SESSIONS

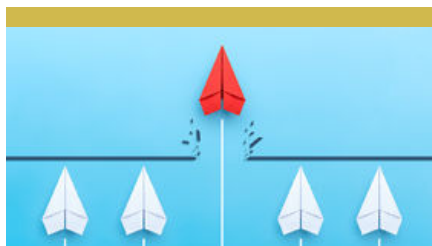
Wednesday 12:50 pm

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Improving Your Assertiveness Skills

It sounds obvious, and it is obvious; if you don't want to do something, just say "No." However, you may find "No" to be the hardest word to say. Contrary to what you may think, when you exercise that right appropriately, people become more respectful of you and your time. Hear from those who have been there to hone assertive behaviors that are non-aggressive and develop techniques to be able to confidently say "No" to your boss, clients and co-workers.



Breaking Barriers, Building Empires

In recent years, many individuals have looked more seriously at franchising or entrepreneurship as the next step in their career. These are two different business concepts that share many facets and aspects, even though they also have significant differences. Hear from successful business owners in both areas, the good and the bad, the differences and similarities, and find out whether one of these paths might be right for you.



Navigating the STEM Workplace

In the fast-paced and ever-evolving world of STEM, women face unique opportunities and challenges. This session is designed to provide insights and strategies for success in a traditionally male-dominated industry where a lack of visible mentors and role models for women exist. It will touch on the impacts of AI, how it is transforming the way we do business and impacting the job market for women. Join this panel to come away with practical tools for landing a seat at the table.



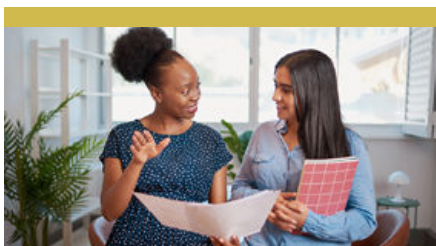
Networking and Business Development

Networking is a powerful tool for career growth and business development. This session is designed to provide participants with the knowledge and strategies needed to cultivate meaningful professional relationships, expand their networks, and drive success in various professional settings.

12 BREAKOUT SESSIONS

Wednesday 2:15 pm

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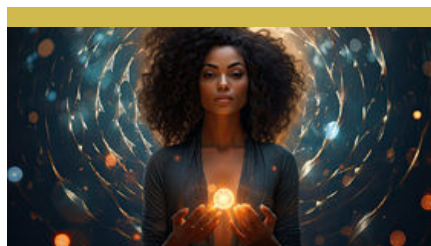
Creating Your Own Women's Mentorship Program

Mentoring is a powerful tool for professional growth; and it's even more impactful when tailored to the unique needs and aspirations of women in your organization. This session is designed to provide insights, strategies, and practical steps for establishing a mentoring program that empowers and advances women within your workplace.



The Role of Allies: Fostering Inclusive Leadership

Inclusive leadership means recognizing the importance of diversity and equality in the workplace and actively engaging men as allies and mentors. This session celebrates and encourages men who champion diversity and mentor women, promoting an inclusive and supportive workplace culture. Hear how others changed the norm and broke through barriers.



Elevate Your Professional Presence

Do people notice you when you walk into a room? What about when you enter a virtual room? Do you get the attention of your colleagues or audience? In today's competitive business world, a professional presence is vital to your success, but so is maintaining your own identity and culture. Attend this session for advice on how to establish and enhance your presence and stand out in a crowded world of emails, phone calls, business meetings, and social gatherings.



Financial Literacy and Leadership for Economic Independence

Historically confined to the sidelines of financial decision-making, women are now stepping into a space long dominated by their male counterparts. Our expert speakers will share insights into the unique challenges women face in achieving financial literacy and independence. From wage disparities to gender-specific financial obstacles, we will address the nuances that women encounter and provide practical strategies for overcoming them.

12 BREAKOUT SESSIONS

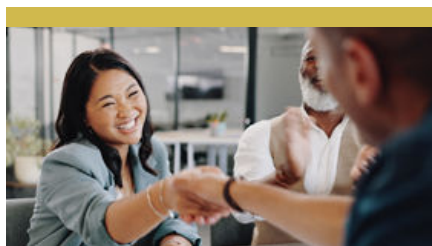
Thursday 9:30 am

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Holistic Well-Being: Balancing Self-Care and Work-Life Integration

This session will explore the challenges and strategies for individuals to maintain a healthy work-life balance while prioritizing their overall well-being. Topics will include self-care strategies, recognizing burnout, healthy work environment, setting boundaries and creating supportive work cultures that foster health and wellness, as well as narrowing your focus to identify ways to find fulfillment while feathering your nest.



Negotiation & Career Advancement: Empowering Women for Success

Career progression relies heavily on negotiation skills; however, women frequently encounter distinctive workplace challenges during such situations. Now more than ever, it's crucial for women to know their worth and feel empowered as decision-makers and leaders. This session is designed to empower women with the knowledge, strategies, and confidence they need to succeed in negotiation and progress in their careers.



Transitions & Reinvention: Empowering Women on Their Professional Journey

A career is a journey with many paths, and transitions and reinventions are a natural part of that journey. This session is designed to empower women who are navigating changes in their professional lives, providing strategies, inspiration, and practical advice to excel during career shifts. Women will learn to unlock their true potential and write their own story while cultivating a positive mindset and successfully navigating work, family, and relationships.



Navigating Professional Challenges

The current landscape for women in leadership roles is more crucial today than ever and recognizing the challenges and obstacles female leaders encounter can be overwhelming. This session is designed to show effective communication and conflict resolution techniques. It will also explore navigating the most prevalent topics and societal challenges encountered today in the workplace.

WBLF PARTNER LEVELS

Capitalize on the high visibility of our BIGGEST event with a partnership.
Co-brand with us and establish synergies that deliver results.

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PLATINUM LEVEL – EXCLUSIVE!

\$20,000

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
- ▶ 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 njbia.org & njbmagazine.com
- ▶ Full page ad in Sept. issue of *New Jersey Business Magazine*
- ▶ Full page ad in event program

WBLF PARTNER LEVELS

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MAIN STAGE SPEAKER

\$14,000

PRE-EVENT

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

EVENT

- ▶ Invitation to speak on main stage and deliver a TED-style Talk or participate in an Executive Panel
- ▶ 10 guest registrations to WBLF
- ▶ Formal recognition from podium
- ▶ 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
- ▶ 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
- ▶ Full page ad in event program

BREAKOUT SESSION

\$14,000

PRE-EVENT

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

**LIMITED TO
4 PARTNERS**

EVENT

- ▶ Company logo featured exclusively in breakout room
- ▶ Introduction of Breakout Session Topic from Podium
- ▶ Invitation to add In-room Signage
- ▶ Invitation to make collateral material available to all attendees
- ▶ 10 guest registrations to WBLF
- ▶ Formal recognition from podium
- ▶ 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
- ▶ 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
- ▶ Full page ad in event program

WBLF PARTNER LEVELS

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COCKTAIL RECEPTION

\$12,000

PRE-EVENT

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

**EXCLUSIVE
PARTNERSHIP**

EVENT

- ▶ Your company's signage at the cocktail reception
- ▶ 10 guest registrations to WBLF
- ▶ Formal recognition from podium
- ▶ Logo visibility on event signage
- ▶ Exhibit table

POST-EVENT

- ▶ Registration list with contact info

EXTRA

- ▶ Full page ad in event program

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 toast
- ▶ Logo visibility on event signage
- ▶ Formal recognition from podium
- ▶ Exhibit table

POST-EVENT

- ▶ Registration list with contact info
- ▶

EXTRA

- ▶ 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
- ▶ Full page ad in event program

SOLD

WBLF PARTNER LEVELS

[CONTACT US](#)

GOLD LEVEL \$14,000

PRE-EVENT

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

EVENT

- ▶ 10 guest registrations to WBLF
- ▶ Formal recognition from podium
- ▶ 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
- ▶ 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
- ▶ Full Page ad in Event Program

SILVER \$7,500

PRE-EVENT

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

EVENT

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

POST-EVENT

- ▶ Registration list with contact info

EXTRA

- ▶ 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.

BRONZE \$4,000

PRE-EVENT

- ▶ Logo visibility on WBLF event page

EVENT

- ▶ 2 guest registrations to WBLF
- ▶ Recognition from podium
- ▶ Logo visibility on event signage
- ▶ Exhibit table

POST-EVENT

- ▶ Registration list with contact info

EXHIBIT TABLE \$2,500

PRE-EVENT

- ▶ Logo visibility on the event page

EVENT

- ▶ 2 guest registrations to Event
- ▶ Exhibit table
- ▶ Logo visibility on event signage

POST-EVENT

- ▶ Registration list with contact info

PROGRAM AD \$500

PRE-EVENT

- ▶ Logo visibility on the event page

EVENT

- ▶ Full Page Ad in event Journal
- ▶ 1 guest registration to Event
- ▶ Logo visibility on event signage

WBLF GIFT PARTNER LEVELS

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CUSTOM GIFT	\$10,000	ATTENDEE JOURNAL	\$7,500	BAG	\$7,500
<div><div><div>PRE-EVENT</div><div><div>▶ Acknowledgement in press releases</div><div>▶ Logo visibility on WBLF event page</div></div></div><div><div>EVENT</div><div><div>▶ Gift for event attendees with Partners Logo</div><div>▶ 4 guest registrations to WBLF</div><div>▶ Formal recognition from podium by NJBIA President</div><div>▶ Logo visibility on event signage</div><div>▶ Exhibit table</div></div></div><div><div>POST-EVENT</div><div><div>▶ Registration list with contact info</div></div></div><div><div>EXTRA</div><div><div>▶ 1 month web banner package on njbmagazine.com and njbia.org</div><div>▶ 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.</div></div></div></div> <div>LIMIT TO 4 GIFTS</div>	<div><div><div>PRE-EVENT</div><div><div>▶ Acknowledgement in press releases</div><div>▶ Logo visibility on WBLF event page</div></div></div><div><div>EVENT</div><div><div>▶ Your logo on a journal presented to each attendee</div><div>▶ 5 guest registrations to WBLF</div><div>▶ Formal recognition from podium</div><div>▶ Logo visibility on event signage</div><div>▶ Exhibit table</div></div></div><div><div>POST-EVENT</div><div><div>▶ Registration list with contact info</div></div></div></div>	<div><div><div>PRE-EVENT</div><div><div>▶ Logo visibility on WBLF event page</div></div></div><div><div>EVENT</div><div><div>▶ Logo visibility (one of three) on commemorative tote bag given away to every attendee</div><div>▶ 2 guest registrations to WBLF</div><div>▶ Formal recognition from podium by NJBIA President</div><div>▶ Logo visibility on event signage</div><div>▶ Exhibit table</div></div></div><div><div>POST-EVENT</div><div><div>▶ Registration list with contact info</div></div></div></div>			

MAXIMIZE EXPOSURE WITH NJBIA

Take advantage of our discounted advertising and partnership packages!
Ask how we can create a custom-designed package unique to you!

Partnerships

Capitalize on the high visibility of NJBIA's member outreach by participating in a Partnership Program. It provides your organization the opportunity to co-brand with us and establish synergies that deliver results.

- Public Policy Forum (PPF)
- Legislative Networking Reception
- A Celebration of Leaders and Excellence
- Energy Conference
- Taxing Your Bottom Line
- Insights & Outlooks
- Work & Wellness
- Webinars & Webcasts
- Networking
- Policy Committees & Councils
- Minding Your Business TV
- Planet NJ Podcast: *Coming Soon*

LEARN MORE

Advertising

Now in our 70th year, *New Jersey Business Magazine* is the Garden State's longest-standing business publication. Published monthly, with more than 74,000 readers, no other statewide business publication has our reach and influence.

- Magazine Print Ads
- High Impact Ads
- Website Banners
- NJBT Email Banners
- Digital Edition Sponsorship
- Special Sections
- Sponsored Content
- Co-Branded Emails
- NEW Digital Services
- Marketplace Listing

LEARN MORE

Membership

Take advantage of money-saving benefits while staying informed of ever-changing issues, trends and legislation. Plus, receive a return on investment from your dues worth thousands of dollars in direct savings and information.

- Powerful Business Advocacy
- Improved HR Support Center
- Employee Training
- Health Benefits
- Multiple Employer 401K Plan
- Payroll
- Employment Law
- Shipping Program
- Energy
- Marketplace
- Money Savings Programs
- Connections & Conversation
- Timely information

LEARN MORE

CONTACT US

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