



Kentucky Chamber

3rd Annual
**WOMEN'S
SUMMIT**

presented by



FIFTH THIRD BANK



KENTUCKY CHAMBER
2023 WOMAN IN LEADERSHIP

Elizabeth McCoy

July 18, 2023

Central Bank Center
Lexington

Post-event Report



3rd Annual WOMEN'S SUMMIT

The **Kentucky Chamber Women's Summit** is an opportunity to recognize and celebrate diverse and successful women in the Commonwealth. The Summit draws a diverse group — from government and business leaders to educators and health care professionals — from across the state.



“

Even better than last year!

Wonderful line-up of presenters for this event!

Well done!

This is one of the best conferences, and I look forward to it.

I deeply appreciate the nonpartisan atmosphere of the event. Several topics discussed are sensitive and people are very passionate about them, but you were able to speak to these topics very objectively.

First time attendee – this was fabulous, and I will be attending in the future. Great speakers, great flow, good food. Loved the seating. This is the first event I've attended where people did not have to turn around to see.

Topics were very timely and informative.

I have attended all three years, and they have all been great.

Beautiful event. Food was good, speakers were great, a very helpful pick-me-up!

My first year to attend, and I found every topic and every panel very engaging.

Loved the variety of topics discussed and women speakers!

I left the summit empowered!

Great speakers, great topics, and audience involvement.

All of the speakers provided good and helpful information.

I left feeling inspired.

”

RETURN ON INVESTMENT

3rd Annual **WOMEN'S SUMMIT**



ATTENDEES

Those in attendance saw and heard your company name through:

Sponsor signage/banners

Slides shown

Verbal recognition of sponsors

Event program

ATTENDEE DEMOGRAPHICS

Titles (of those in attendance)

38% Executive

19% Director

13.5% Manager

29.5% Other

Industries Represented:

47.5% Services

25.5% Finance, Insurance, and Real Estate

7.5% Manufacturing

7% Transportation, Communications, Electric, Gas, and Sanitary Needs

7% Public Administration

3% Construction

2% Wholesale Trade

.5% Agriculture

Company Size (# of employees):

40% 0-100

24% 101-250

19% 251-500

10% 501-1000

7% 1001+



SPONSORS

The Women's Summit has been and will continue to be successful thanks to our sponsors.

Thank you for your support!
View our sponsors here.



OVERALL EVENT RATING
4.6 OUT OF 5.0

BRAND VISIBILITY

3rd Annual **WOMEN'S SUMMIT**

IN-HOUSE MARKETING

Email

21	Unique promotions
132,786	Emails delivered
34,377	Unique opens
4,190	Clicks

Social Media

Facebook Ads

68,620	Impressions
1,199	Engagements

Facebook Posts

2,005	Impressions
225	Engagements

LinkedIn Posts

2,221	Impressions
57	Engagements

Press

1	News Release
---	--------------

Website Presence

Sponsor logos and company webpage links displayed at www.kychamber.com/events/womenssummit

Brand Exposure

Web, print, advertising and email.

OUTSIDE MARKETING

Digital

8	Faster Lane digital ads
8	Business Lexington digital ads
1	Business Lexington E-blast

Print

1	Business Lexington print ad
---	-----------------------------

Radio

Forcht Broadcasting – 8 stations across Kentucky
Kentucky Sports Radio (KSR) – live reads between July 1-15



Click on Client Login and when prompted enter password **2023womenssummit**
(You may be prompted to enter the code twice.)



SPONSOR IN 2024!

Contact:

Andrea Flanders
Director, Sponsor Relations
Kentucky Chamber
502-848-8786
aflanders@kychamber.com