

LEADERSHIP DEVELOPMENT COMMITTEE

We plan thought leadership development events for She Runs It. Our goal is to make these relevant to the current industry trends and topics as well as interesting, engaging and informative enough that it can attract large audiences from all levels of the industry. Together on a monthly basis we brainstorm the topics for all events under our umbrella as well as pitch speakers who have the best expertise to speak on these topics.

She Runs It.

Co-Chairs



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Events we Plan:

C-Suite Events

The morning breakfast event begins with networking coffee and light breakfast and is followed by a discussion of their path to the C-suite. Attendees are in the 75-100 range and the speaker criteria is c-suite level and from the Midwest.

Night of Networking

We take the traditional networking event and add content in the form of a moderated panel on a relevant topic or trend in the industry. The audience spends about 30 minutes hearing from the panelists and is able to network with them following the event. Past topics have included: Storytelling in the Digital Age, Influencer Marketing. Attendees are in the 100- 125 range and speaker criteria are director level and above from agency or brand. text.

What's Hot in Media marketing & tech

This half day event has taken place 2 years in a row now. It opens with a futurist speaker, followed by two panels that discuss topics ranging from new forms of communication, experiential, data measurement and audio, The event culminates with a luncheon keynote speaker. Attendees range from 200-250 and speaker criteria is VP and above or 15 years minimum experience.

Working Mothers Networking

A unique opportunity for hard-working moms from the worlds of marketing, media, and tech to address the challenges we all face in today's business environment. You have the chance to network, gain practical ideas, and share and compare with other working mothers in person, as life/work integration continues to evolve.

Committee Roles:

Attend Monthly Meetings

Meetings are the 1st Tuesday of the month 8:15- 9:00amCT

Join a sub-committee

Each committee member needs to join one sub-committee throughout the year that plans one event. Planning includes forming topic description, narrowing down speaker selection, making the ask, and suggesting questions for discussion.

Promote & Attend Events

Committee members to promote events programmed by Leadership Development committee & Attend and Network with attendees at events .