

# SOUTHEAST LEADERSHIP DEVELOPMENT COMMITTEE

**She  
Runs  
It.**

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.

## Co-Chairs



**Tiffany Wade**

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## Events we Plan:

### C-Suite Meets

A candid and intimate conversation with a Woman in the C-Suite, who shares her journey and talks about her leadership style, career pivots, strategies and more.

### Night of Networking Unplugged

Focusing on a trending topic, this event brings the industry together for an evening of conversation, connections, and cocktails, featuring a panel or fireside chat with subject matter experts, provocateurs, and visionaries.

### What's Hot in Media marketing & tech

A half day of exploration and inspiration as pioneers and market makers dissect the latest trends and emerging technology, focusing on the implications for the marketing industry.

### Media Insights Breakfast

This event features a discussion highlighting current industry trends and insights with a panel of industry leaders who are experts in the space.

## Committee Roles:

### Attend Monthly Meetings

Meetings are the 3rd Wednesday of the month 12:15- 1:00 PM ET

### 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.