



Kentucky Chamber

2nd Annual

WOMEN'S SUMMIT

July 11, 2022

Central Bank Center
Lexington



presented by **FIFTH THIRD BANK**

POST-EVENT REPORT



KENTUCKY CHAMBER
2022 WOMAN IN LEADERSHIP

The Honorable Elaine Chao

2nd 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.



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Great agenda and speakers.

Very great organized event. Thank you!

It was a great day, and I'm already looking forward to next year!

A fantastic event!

The content and speakers were some of the best I have experienced at a conference.

Excellent event! Got out of it what I wanted. Looking forward to next years. Thank you Kentucky Chamber!

It was perfect!

I think the summit was great and all of the speakers were engaging. It was uplifting and motivating to hear from such wonderful women.

Amazing! Thank you for a great day!

What a great event! Definitely coming back next year. Met more than three new people!

Thank you for organizing this event. It was a lovely space with great presentations and informed content.

Great event, and I look forward to next year!

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RETURN ON INVESTMENT

2nd Annual WOMEN'S SUMMIT



Those in attendance saw and heard your company name through:

Sponsor signage/banners

Slides shown

Verbal recognition of sponsors

Event program

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.

ATTENDEE DEMOGRAPHICS

Titles (of those in attendance)

31% Executive

35% Director

28% Manager

6% Other

Industries Represented:

59.3% Services

30.6% Finance, Insurance, And Real Estate

3.6% Manufacturing

3.2% Transportation, Communications, Electric, Gas, and Sanitary Needs

1.5% Construction

1.8% Retail Trade

Company Size (# of employees):

56% 0-100

15% 101-250

3% 251-500

4% 501-1000

22% 1001+



BRAND VISIBILITY

2nd Annual WOMEN'S SUMMIT

IN-HOUSE MARKETING

Email

15	Unique promotions
122,382	Emails delivered
27,568	Unique opens
1384	Clicks

Social Media

Facebook

81,080	Impressions
712	Engagements

LinkedIn

32,448	Impressions
209	Engagements

Press

1	News Release
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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
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(You may be prompted to enter the code twice.)



SPONSOR IN 2023!

Contact:

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