



4th Annual WOMEN'S SUMMIT

June 26, 2024

Central Bank Center | Lexington



KENTUCKY CHAMBER
2024 WOMAN IN LEADERSHIP

Alice Houston

Post-event Report





4th 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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Fantastic! It was my first and I can't wait for next year!

The event was great, a lot of great speakers & info.

Agenda was amazing- enjoyed the panels and each speaker.

This was my first time attending, and I learned so much! I am already looking forward to next year's event!

The programming is excellent.

Good speakers with knowledge and inspirational stories.

My first time attending, and I loved every minute of it!

Wonderful event! Loved the variety of speakers and topics. I plan to attend again next year!

Great event. Loved the sessions, the headshot opportunity and Kendra Scott was icing on the cake. Thank you!

Incredible. It was amazing to be in such a huge room full of mostly women and hear folks say the same things out loud about their experiences that I either tell more junior women on my teams or things that I personally relate to in my professional experience.

I was really impressed with the caliber of panelists and speakers. I also thought the setup and attention to detail was great. Check-in was smooth. Everything was very professional.

Love how candid everyone was from stage and the speakers were not censored for their opinions.

It was my first time attending and the program was great!

”

RETURN ON INVESTMENT

4th 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)

- 21% Executive
- 15% Director
- 23% Manager
- 41% Other

Industries Represented:

- 46% Services
- 23% Finance, Insurance, and Real Estate
- 12% Manufacturing
- 10% Transportation, Communications, Electric, Gas, and Sanitary Needs
- 5% Public Administration
- 3% Construction
- .5% Wholesale Trade
- .5% Retail Trade

Company Size (# of employees):

- 34% 0-100
- 23% 101-250
- 12% 251-500
- 10% 501-1000
- 21% 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

4th Annual WOMEN'S SUMMIT

IN-HOUSE MARKETING

Email

| | |
|---------|-------------------|
| 16 | Unique promotions |
| 101,765 | Emails delivered |
| 25,985 | Unique opens |
| 2,132 | Clicks |

Social Media

Facebook Ads

| | |
|---------|-------------|
| 127,190 | Impressions |
| 1,610 | Engagements |

Facebook Posts

| | |
|--------|-------------|
| 15,128 | Impressions |
| 557 | Engagements |

Twitter Posts

| | |
|-------|-------------|
| 6,214 | Impressions |
| 121 | Engagements |

LinkedIn Posts

| | |
|-------|-------------|
| 9,754 | Impressions |
| 383 | Engagements |

Press

| | |
|---|--------------|
| 2 | 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 | Business Lexington digital ads |
| 1 | Business Lexington E-blast |

Print

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

Radio

Kentucky Sports Radio (KSR) – live read in May
I-Heart-Mix 94.5 spots in June

TV

TV spot WKYT
TV spot Fox 56-Live From Chevy Chase



To access the gallery, use the following case-sensitive password:

Gallery Password: **WSummit2024**

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Download PIN: **4249**



SPONSOR IN 2025!

Contact:

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