

# Women In Business Leadership Conference

Developing our country's future female business leaders and  
striving to create an equitable workplace.

*Proposal for Partnership for a Conference  
focused on developing the skills needed to be  
successful as a woman in business*

Tampa, Florida

Friday, December 9<sup>th</sup> - Saturday, December 10<sup>th</sup> 2023

Women In Business Leadership Conference

Exact Location TBD

# Executive Summary

## **Who are we?**

Primo aka 'Team Primo' are Ben & Jerry's ambassadors for 11 franchises across Florida, Georgia, Illinois, Missouri, North Carolina, Tennessee, & Texas. In addition to our role as franchisee entrepreneurs, we are first and foremost activists, committed to improving racial and socioeconomic equity in our local communities. We are a black owned, black-led, majority POC and majority female team within the Ben & Jerry's corporation. We exist to grow the collective opportunity for marginalized communities across the Southeastern United States.

## **What do we want to achieve?**

The specific aims are to 1) Recognize women's experience, talent and potential to be leaders in business 2) Use successful Women role models as examples and advocates to help develop leadership skills; and 3) Provide solution oriented support for women to discuss obstacles to being a female in leadership roles

*"Those who are happiest are those who do the most for others."*

*-Booker T. Washington*

## **What do we need to achieve it?**

Please support our conference with cash or in kind donations. More information on sponsorship levels can be found on page 7.



Team Primo's

December  
09 & 10,  
2023

Tampa, FL

# Women In Business Leadership Conference

Sponsored By

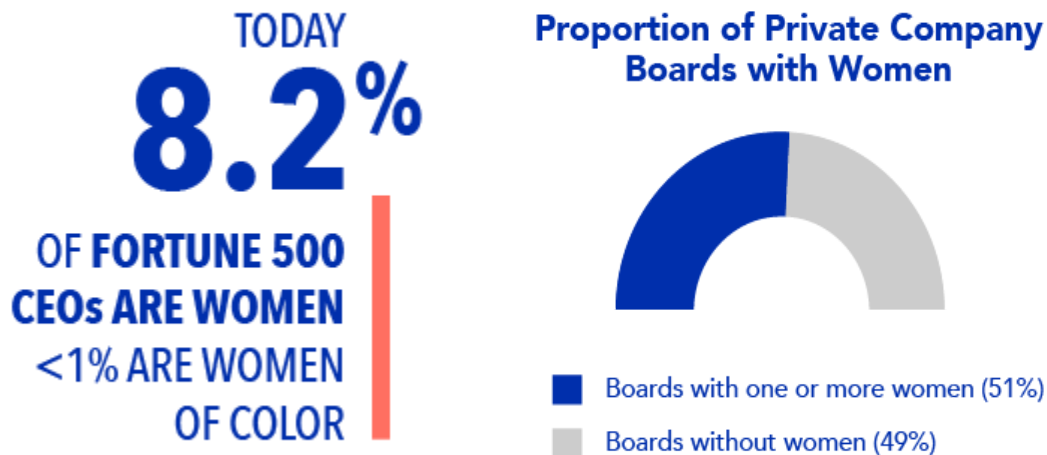
*This could be  
your logo!*

# Significance

“The economic, workplace and societal contributions of women have gone unnoticed and under-rewarded for far too long. The research and data show that when women lead, they not only uplift themselves but their communities. It is not about a lack of qualifications and aspirations but about access and opportunity. It’s now time to act on what we know, and for companies to hold themselves accountable for elevating women into leadership positions. In this process, companies must make sure to take note of the women of color who have had to overcome double-glass ceiling barriers to lead.”

- Anna Mok, President & Chair, Ascend & Ascend Foundation

Women are disproportionately represented in leaderships across the board, and in positions on the board.



Images from (Mok et al., 2022)

While women in business leadership positions are on the rise, having a single woman in the room is not enough. In fact, it can create a toxic environment.

“Much work needs to be done as Women who are "onlys" have a significantly worse experience than women who work with other women, and about 80% of them receive microaggressions, which are verbal and behavioral indignities, whether intentional or unintentional, that communicate hostile, derogatory, or negative prejudicial slights and insults.” (Mckinsey & Company, 2022)

According to a 2020 Mercer analysis of over 1,100 organizations across the world, it was found that the pipeline of women in leadership is leaking, with women representing just:<sup>19</sup>



Image from (May, 2021)

Including more women in the room where it happens doesn't just benefit women, it benefits the company and society as a whole.

#### THE EFFECTS WOMEN IN LEADERSHIP HAVE

34% of American workers say that women have an edge when it comes to being honest and ethical. - Pew Research Center<sup>9</sup>

Employees whose leader is a woman are 6% more engaged on average, than those who work for a male manager. - Gallup<sup>10</sup>

Men who work for companies with a higher ratio of female executives report being more satisfied with their jobs. - IBM<sup>11</sup>

Women outperform men in 11 of 12 key emotional intelligence competencies. - Korn Ferry<sup>12</sup>

While there is still societal change to be made at large, one of the best ways to make an immediate impact is to support a conference such as this.

**Did you know that 86% of women  
reported becoming encouraged to  
theachieve more professionally when  
they saw other women in leadership?**

**By sponsoring our conference, you will help create a more equitable future for everyone.**

# Conference Impact

## **Immediate**

Over the course of two days, this conference will inspire and advocate for women to become leaders in business and their communities through networking, speaker engagements and panel discussions.

## **Intermediate**

This effort intentionally encourages individuals to make a long-term commitment to developing the skills and traits required to be a successful woman in business. This conference also allows women to walk away with new skills and connections that can provide them with future opportunities.

## **Long-term**

By advocating for women in business leadership, we empower women to take on important roles they may otherwise have never thought achievable. These women will take the skills and knowledge they've gained at our conference and create a ripple effect. They will go on to be great business leaders. They will positively impact their company, communities, and society at large, all while helping to create a more equitable future in which we close the gender pay gap.

# The Ask

Please support us with a cash or in kind donation equal to or greater than one of our three sponsorship tiers.



In-Kind donations may include any discounts or full donations which pertain to our budget categories on page 9

# Key Personnel

Conference Development Manager:

[Anna LaRocco Masi](#)

Conference Coordinator:

[Johanna Pryor](#)

Chief Accounting Officer:

[Derrell Sturdivant](#)

## Key Partners... to be determined!

# Bare Minimum Budget

Item	Cost	Quantity	Total
Venue	\$600.00	1	\$600.00
Speakers	fee waived		\$0.00
Flights	\$250.00	15	\$3,750.00
Airport Parking	\$40.00	11	\$440.00
Transit	\$100.00	1	\$100.00
Hotel Room for One Night (8 rooms 16 beds)	\$1,700.00	1	\$1,700.00
Food	\$60.00	15	\$900.00
Equipment	\$150.00	1	\$150.00
Miscellaneous and Overages	\$500.00		\$500.00
Bare Minimum Budget			\$8,140.00

# References

- May, E. (2021, July 15). Infographic: Women in business statistics everyone should know. Niagara Institute. Retrieved August 4, 2022, from <https://www.niagarainstitute.com/blog/women-in-business-statistics>
- Mckinsey & Company. (2022, April 13). Women in the workplace 2021. McKinsey & Company. Retrieved August 4, 2022, from <https://www.mckinsey.com/featured-insights/diversity-and-inclusion/women-in-the-workplace>
- Mok, A., Maderazzo, K., Hariton, L., & Fraser, E. (2022, February 22). Women CEOs in America. Women Business Collaborative. Retrieved August 4, 2022, from <https://www.wbcollaborative.org/women-ceo-report/the-report/executive-summary/>