



<https://www.backtobusinessconference.com>
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Our Mission

Back to Business was founded to help professional women return to the workforce. We deliver an exceptional educational experience during a two-day conference to prepare women to conduct a successful job search, refresh their business skills and connect them to local companies who value the maturity, skills and dedication that relaunchers bring to their careers.

In keeping with our mission of service to women in our community, Back to Business makes a limited number of conference scholarships available to women in need.

Our Goals:

- Mobilize local women back into the workforce to benefit Triangle companies, our North Carolina communities, families and economy
- Provide Triangle companies with access to this untapped talent pool to fill currently open positions and to build their recruiting pipelines

The Back to Business Women's Conference will be held on October 27, 2017 at Research Triangle Headquarters in RTP, NC.

Preliminary Conference Schedule (subject to change as speakers are confirmed):

Friday, October 27	
8:00 am - 8:30 am	Registration / Breakfast / Professional Photos
8:30 am - 9:30 am	Keynote Speech by Katie Dunn
9:30 am - 11:00 am	Resume Workshop
11:00 am - 12:00 pm	Table Topics: Multiple Moderators for small-group discussions
12:00 pm - 1:00 pm	Lunch / Finding Your Direction As You Re-enter the Workforce
1:00 pm - 2:00 pm	Networking Workshop
3:00 pm - 4:00 pm	Recruiter Panel
2:00 pm - 3:00 pm	Panel of Women Who Have Successfully Relunched Careers
4:00 pm - 5:00 pm	Networking Event with local recruiters and hiring managers

During the conference, attendees will be placed into small peer coaching groups and have plenty of networking opportunities. The conference will deliver very practical and hands-on advice and education in an encouraging and supportive environment. Attendees will leave with a concrete plan of next steps for their job search and new personal connections.

Be a Sponsor

Make an investment in diversifying your workforce - Become a Back to Business Women's Conference Sponsor today! This is your invitation to be on the leading edge of recruiting Triangle area professional women.

Sponsorship packages for the Back to Business Women's Conference are designed to maximize your exposure across our website, printed materials and signage, as well as in-person visibility to an engaged audience. The different sponsorship levels allow you to select the most effective opportunities to promote your company and have access to the audience of professional women in attendance for recruiting purposes.

Benefits of Sponsorship

- Identify candidates for current job openings and build your recruiting pipeline with available candidates eager to return to work
- Demonstrate your company's commitment to diversity in hiring
- Get your company, value proposition, and brand in front of the premier educational conference for professional women returning to work in the Triangle area
- Differentiate your employment brand from your competition to attract the best talent

Detailed below are the sponsorship levels available and the benefits of each:

Benefit	Gold Sponsor Cost: \$5,000	Silver Sponsor Cost: \$4,000	Lunch Sponsor Cost: \$3,000	Breakfast Sponsor Cost: \$2,500	Snack/Break Sponsor Cost: \$1,500
Company name and/or logo on name badge lanyards	✓				
2 Complimentary Conference Tickets	✓				
Guest blogging opportunities	✓	✓			
Recognition at Back to Business workshops throughout the year	✓	✓			
Recognition in Social Media Marketing	25 mentions	20 mentions	15 mentions	10 mentions	10 mentions
Logo placement on Back to Business Conference website (size and placement will vary by sponsorship level)	✓	✓	✓	✓	✓
Visibility in Back to Business email marketing, conference program and advertising	✓	✓	✓	✓	✓
Banner advertisement at conference	✓	✓	✓	✓	✓
Advertisement/Give-aways in conference welcome bags	✓	✓	✓	✓	✓
Job postings listed on Back to Business Conference website	✓	✓	✓	✓	✓
Access to Back to Business Conference Networking event	✓	✓	✓	✓	✓
Your marketing signage displayed during the sponsored meal/snack			✓	✓	✓

Other Sponsorship Opportunities: Photo Sponsor \$1,000:

Sponsor our professional photographer who will be taking headshots of conference attendees for their LinkedIn accounts and other professional purposes.

Note: Sponsorship packages can be customized to meet your specific marketing objectives. All sponsorship agreements will be executed on a first-come, first-served basis.

About Back to Business

Back to Business was started in Cary, NC by Katie Dunn and has grown to include a team of people dedicated to helping women return to work after a career break. We understand the challenges of returning to the workforce and are excited about the win-win of connecting qualified women to great local companies in need of talented employees through the Back to Business Women's Conference. After a successful career in marketing at IBM, Katie left the full-time workforce in 2003 to focus on her family. In 2015, Katie relaunched her full-time career as Associate Director, MBA Career Management Center at UNC Kenan-Flagler. In the process, she discovered the challenges of returning to the workforce faced by the many women who pause their careers to focus on other priorities and she started Back to Business to address those challenges. Katie brings her job search expertise, corporate relationship management experience and marketing skills to her role at Back to Business. It is her desire to honor the choices that women make in balancing the demands of career and family that drives Back to Business.

It's not just a conference, it's a passion.