



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

Back to Business was founded to help women return to the workforce after a career break. We deliver an exceptional educational experience to prepare women to conduct a successful job search, refresh their business skills and connect them to local companies who value the 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 companies with access to this untapped talent pool to fill currently open positions, build their recruiting pipelines and diversify their workforce

The Back to Business Women's Conference will be held on February 21, 2020 at the Research Triangle Institute Headquarters in RTP, NC.

Conference Agenda (subject to change as speakers are confirmed):

Friday, February 21, 2020	
8:00 am - 8:30 am	Registration / Breakfast / Professional Photos
8:30 am - 8:45 am	Welcoming Remarks - Katie Dunn, Back to Business
8:45 am - 9:30 am	Keynote Speech: Speaker TBA
9:30 am - 10:30 am	Resume Workshop
10:30 am - 10:45 am	Break
10:45 am - 12:00 pm	Table Topics: Multiple Moderators for small-group discussions
12:00 pm - 12:45 pm	Lunch
12:45 pm - 1:30 pm	Panel of Women Who Have Successfully Relunched Careers
1:30 pm - 2:30 pm	CliftonStrengths Workshop - Lead With Your Unique Strengths As You Return To Work
2:30pm - 3:15 pm	Charting Your Course Back to Work - Katie Dunn, Back to Business
3:15 pm - 4:00 pm	Recruiter Panel: Hear from the People on the Front-Lines of Hiring
4:00 pm - 5:00 pm	Networking Event with local recruiters and hiring managers

During the conference, attendees are seated in small peer coaching groups and have plenty of networking opportunities. The conference delivers very practical and hands-on 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.

Become 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 who are returning to the paid workforce. Sponsorship packages are designed to maximize your exposure across our website, printed materials and signage, as well as in-person visibility to an engaged audience.

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

Benefit	Gold Sponsor	Silver Sponsor	Lunch, Breakfast, or Break Sponsor	Panel Sponsor	Photo Sponsor
	Cost: \$6,000	Cost: \$4,000	Cost: \$3,500	Cost: \$3,000	Sold Out!
Brief (2-3 minute) opportunity to address conference attendees during conference	✓				
2 Complimentary Conference Tickets	✓	✓			
Networking table in prime location during Conference Networking Event	✓				
Guest blogging opportunities	✓	✓	✓		
Your marketing signage displayed during the sponsored meal/snack			✓		
Recognition at Back to Business workshops and Meet-Ups throughout the year	✓	✓	✓	✓	✓
Company name and logo displayed on screen during panel event				✓	
Company name and logo displayed at photo center					✓
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	✓	✓	✓	✓	✓
Your give-aways / advertisements included in conference welcome bags	✓	✓	✓	✓	✓
Participation in Back to Business Women's Conference Networking event at conclusion of conference	✓	✓	✓	✓	✓

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 in 2015. We understand the challenges of returning to the workforce and are excited about the win-win of connecting qualified women to great companies in need of talented employees through the Back to Business Women's Conference and our other programming and services. 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 a career coach, then Sr. Associate Director of the MBA Career Management Center at UNC Kenan-Flagler and then became the Director of Operations and a Recruiter at a start-up company in the HR tech field. Katie brings her job search expertise and recruiting and corporate relationship management experience 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.

Back to Business is excited to be expanding into Charlotte, NC and Atlanta, GA in 2020 and now offers companies expanded services such as returnship program design.

Other Services: Returnship Program Design

Back to Business provides consulting and program design for forward-thinking companies that are interested in starting a Returnship program. Returnships are an innovative way for companies to hire people who are returning to the workforce that benefit both the employee and the employer. Training and mentorship are integral parts of Returnship programs as is providing a period of on-ramping for the employee. The goal is for the company to make a full-time job offer to the Returnship participant at the conclusion of the Returnship period. We can help you develop and customize a Returnship program to fit your unique needs and company culture.