



2021

LIMITLESS

Connect. Grow. Inspire.

ABOUT WFF

Every day, WFF works to accelerate the advancement of women leaders in the Food Industry. We understand that work environments that create greater opportunities for women create greater opportunities for everyone. We partner with the Food Industry to bring those opportunities to fruition because . . .



The 2020 Women in the Workplace study indicates that 1 in 4 women are considering leaving the workforce due to COVID-19. With bold steps and flexibility, we can work together to continue the progress we've made toward gender diversity.



Companies in the top quartile for gender diversity are 15 percent more likely to have financial returns above their respective national industry medians.



Earnings before interest and taxes (EBIT) is six percent higher in companies with above average diversity in their leadership teams.



Return on equity (ROE) is more than 50 percent higher in Fortune 500 companies with at least three female directors.

As we have since our founding in 1989, WFF continues to provide unmatched leadership development, role modeling and strategic networking for women and supports the Food Industry in cultivating the next generation of leaders. Today, we also leverage industry-specific research and proven solutions to help companies win the war for talent and reap the bottom-line rewards of gender-diverse leadership.



Our Vision:
Gender equity for food industry leaders

Our Mission:
Accelerate the advancement of women leaders in the food industry

Our Purpose:
We believe in limitless opportunities for all women

WFF LEADERSHIP CONFERENCE:

The beginning of your leadership journey and limitless opportunity – a year’s worth of connection, growth, and inspiration.



Help your Career Grow with Professional Development

Access an exclusive library of online resources based on your specific skill set and areas of interest.

Get curated content to help you based on your career level and aspirations.



Be Inspired by Industry Role Models

Hear the authentic stories of iconic industry role models as they share wisdom gained and lessons learned on their career journeys.

Be inspired as you learn about the advancement of women leaders in the Food Industry through our [Women on the Rise](#).



Attend Events from Home

Join interactive, live virtual sessions to hear from industry leaders, hone your professional and personal development skills and network with other career-minded women.

WFF offers members virtual development sessions throughout the year. Select Conference sessions will be available on-demand.



Be Part of our Community

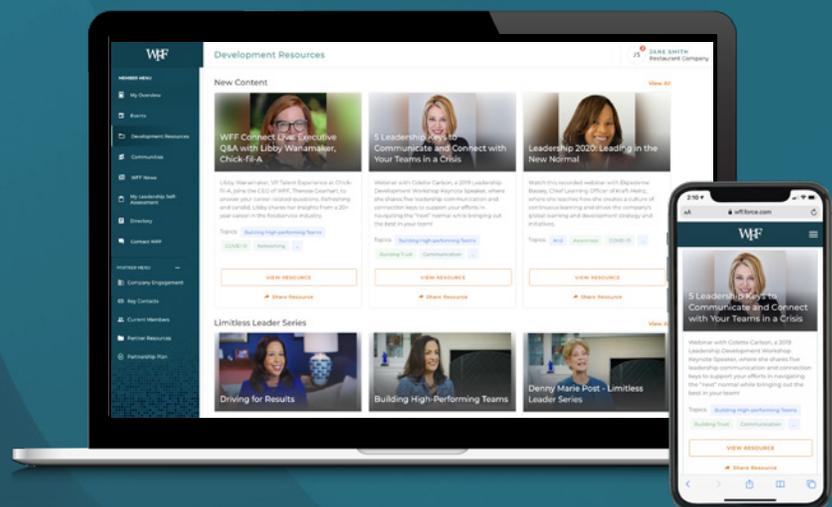
Build a powerful network as you reach out and follow up with fellow members, supporters, and role models through the online Directory.

Engage with like-minded professionals with shared interests, passions, and challenges and build your circle of support by joining one of WFF’s online [Communities of Interest](#) (COIs).

WFF Connect: Drive Your Development

Customized resources to support your dreams, develop your skills and expand your network. All year long. All career long.®

With your registration to the Leadership Conference, you receive a complimentary WFF membership and access to [WFF Connect](#), our members-only portal that provides leadership development, 24/7 from the comfort of your home.



About the Event

Since 1989, WFF has helped women in the Food Industry drive their own career advancement and helped organizations develop work environments where women thrive. One of the most visible and high-impact ways we do that is through the WFF LEADERSHIP CONFERENCE. We apply our data-driven insights to tailor Conference content to what women need at every career stage to accelerate their advancement and grow their organizations.



Professional Development

Choose the learning track that meets your development needs. Your professional growth will follow a unique path based on specific skills and goals. WFF has a designed approach that delivers actionable content applicable to your current position, while preparing you for the next steps in your career.



Inspiration

Hear the authentic stories of iconic women through keynote speakers and find encouragement and wisdom from industry role models as they share wisdom gained and lessons learned on their career journeys.



Connection

Engage with like-minded professionals through networking groups and build your professional network with individuals that share your interests, passions, and challenges through Communities of Interests

Speakers



Tina Brown
Author, "The Diana Chronicles", Founding Editor of *The Daily Beast*, former editor of *Vanity Fair* magazine



Ana Navarro
Political Strategist and Commentator, Co-Host of ABC's *The View*



Gretchen Rubin
Author of the #1 National Best Seller, *The Happiness Project*



Abby Wambach
FIFA World Cup Champion, Author, highest all-time international male or female soccer goal scorer, co-founder of Wolfpack Endeavor

General Sponsorship Information & Benefits

WFF is a 501c3 not-for-profit organization. Your support of the WFF Leadership Conference will help offset costs and further accelerate the development and implementation of member benefits all year long.

Sponsor Benefits (All opportunities are first come-first serve)

- Logo/name recognition* in pre-Conference WFF Marketing Communications (12,000+ Partners/Members)
- Logo/name recognition* on event signage, collateral materials, main stage presentation pre-event, and mobile app
- Logo/name recognition* in Post-Conference WFF Marketing
- Complimentary Conference virtual session passes*
See Sponsorship Opportunities for more details on specific sponsorship packages. *Logo/name recognition and number of passes is based on sponsorship level

FACTS

3.5
days



25+
speakers

50+
sessions



Presence within virtual, on-demand, and live events

Connect with over
2,000+
foodservice industry professionals

90%
women

100+
companies within manufacturing, operations, and distribution