



TOP CONFERENCES

for the most
POWERFUL WOMEN

Strategic positioning of corporate leaders at top conferences provides CEOs and other senior executives with an extraordinary opportunity to engage stakeholders in support of their business goals. No other communications channel enables these corporate “storytellers” to personify their companies as effectively and efficiently. The best conferences provide executives with unparalleled platforms to bring their companies to life and articulate their company narrative in the context of broader business, industry and societal trends and issues.

Recent research conducted across four key global markets by global public relations firm Weber Shandwick and research partner KRC Research found that corporate leadership communications are highly important in influencing company reputation. Nearly all executives surveyed (91%) rate company leader communications as very or somewhat influential and a large majority of them (82%) rate executive business forums and conferences as very or somewhat influential. The Weber Shandwick study confirms that it is more important than ever for leaders to be visible and credible corporate storytellers.

“Given the importance of leadership communications, we conduct research annually on the executive leadership conference landscape,” said Micho Spring, Chair of Weber Shandwick’s Global Corporate Practice. We seek to identify trends that

help executive visibility planners make decisions for their own busy executives, including identification of venues that attract the world’s top business leaders, estimation of the optimal number of engagements to enhance leadership visibility and determination of which executives — CEOs or their direct reports — are appropriate for different events.

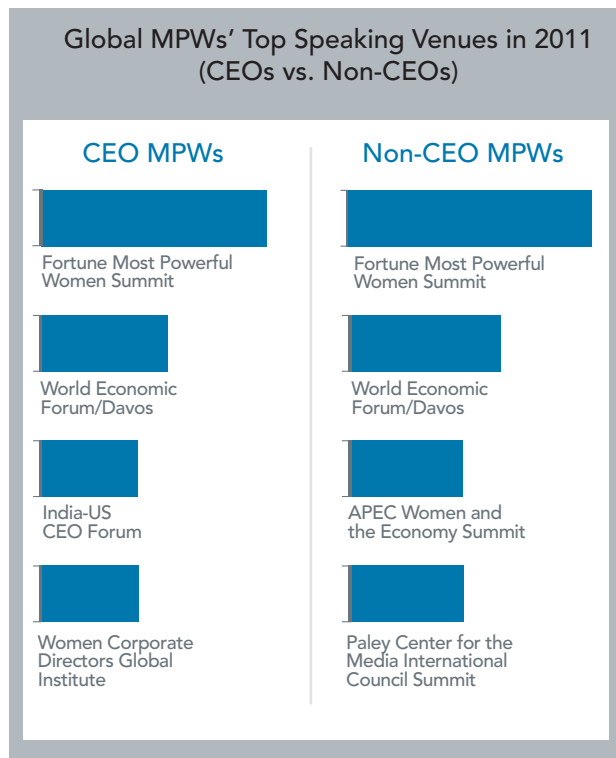
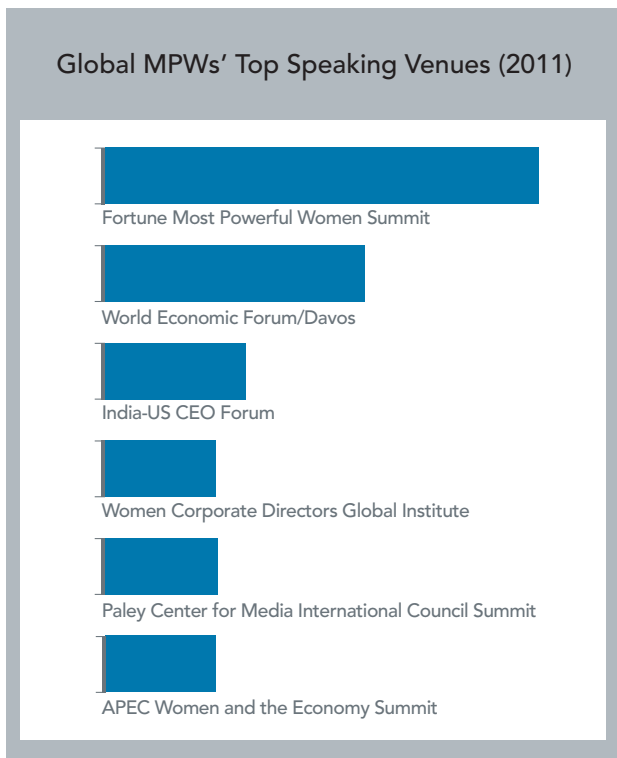
As its research focus in 2011, Weber Shandwick studied the speaking engagements of the world’s top executive women. Since so much attention had been given in early 2011 to increasing the participation of female leaders at the annual World Economic Forum (WEF) in Davos, we wanted to explore women’s contribution to the global speaking circuit. We selected the Fortune 2011 Most Powerful Women (MPW) in Business list, published in October, as the basis for our research. The Most Powerful Women list serves as a good platform for assessing executive conference opportunities for highly influential business women. The list is comprised of 50 women who are U.S.-based and 50 from non-U.S. companies (Fortune’s “international” list). For each of the 100 women on the collective list, we conducted a thorough audit of speaking engagements during 2011, as posted on company websites and covered by the media. We excluded investor conferences and any forums sponsored by their own companies.

On the pages that follow are select findings from the study which was conducted in December 2011.

Conference Opportunities Abound for Business Leaders:

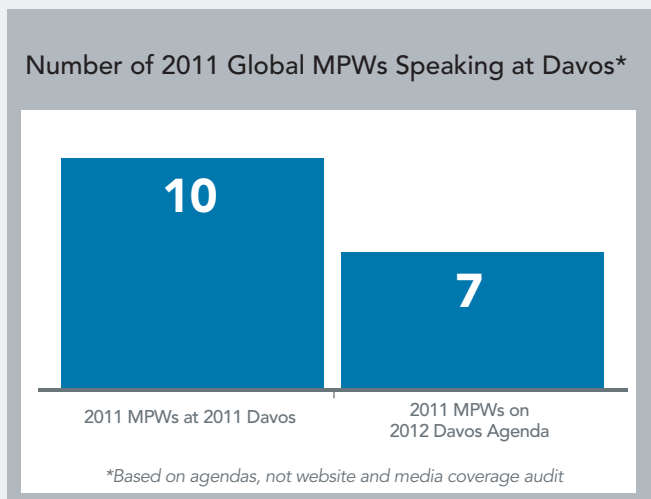
There is no shortage of conference opportunities, and Fortune’s Most Powerful Women certainly took advantage of these opportunities last year. The 2011 MPWs spoke at 218 unique events during 2011. These events included a mix of women’s and non-gender forums — including CEO-only conferences, global and policy summits, and industry events. The top conferences at which MPWs spoke in 2011 (in rank order) were:

Since we based our analysis on the Fortune Most Powerful Women in Business list, it is not surprising that the MPW Summit was the event MPWs spoke at more than any other. The World Economic Forum Annual Meeting at Davos is not a CEO-exclusive event when it comes to women. Interestingly, it even ranked at the top among non-CEOs who appear on the Fortune Most Powerful Women’s list.



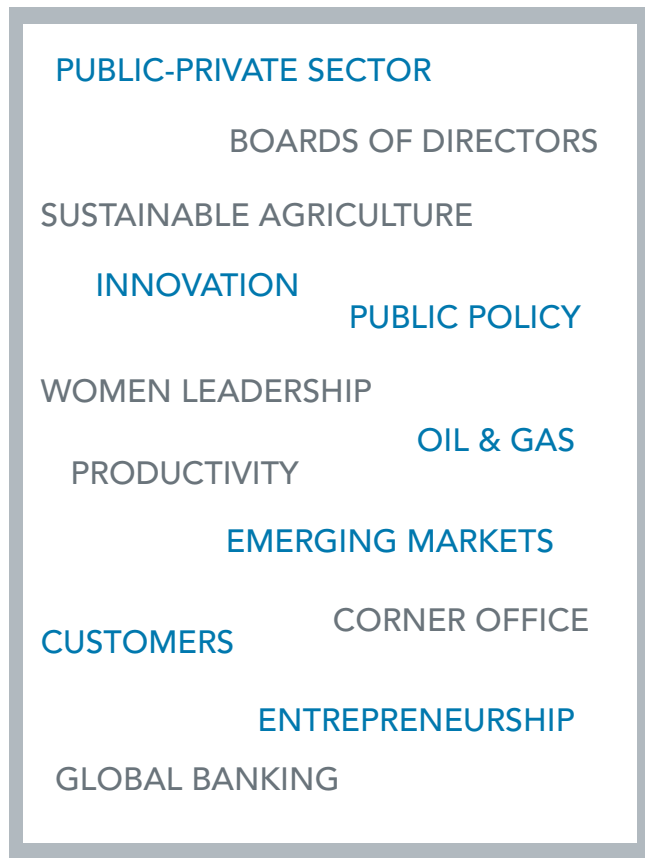
The MPW Quotient at Davos:

Prior to the World Economic Forum in Davos in January 2011, a policy was announced to increase participation and membership of women at the elite event. Curious to see how well represented Most Powerful Women are as speakers at Davos, Weber Shandwick reviewed the agenda from last year’s WEF and compared it to the 2011 Fortune Most Powerful Women list. We found that 10 MPWs (or 10% of the 2011 list) spoke in 2011. At the time of this report, it does not appear that MPWs will be as well represented at Davos in 2012, as seven 2011 MPWs are scheduled to speak at the 2012 WEF in Davos. Four of these seven MPWs are returnees from last year.



Most Powerful Women Address a Range of Business Issues:

A variety of topics received plenty of airtime from MPWs at conferences in 2011. These leaders were addressing issues that impact their enterprise and industry such as:



(Not in Rank Order)

Paul Jensen, Chair of Weber Shandwick's North American Corporate Practice said, "The most powerful women were speaking at these top-tier events on the most critical business issues of the day."

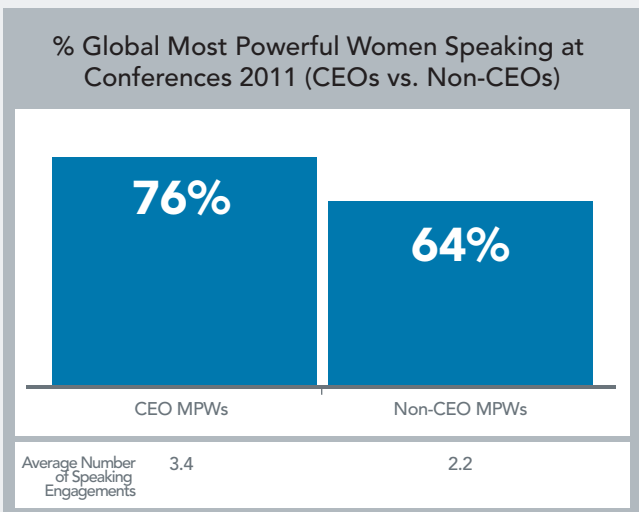
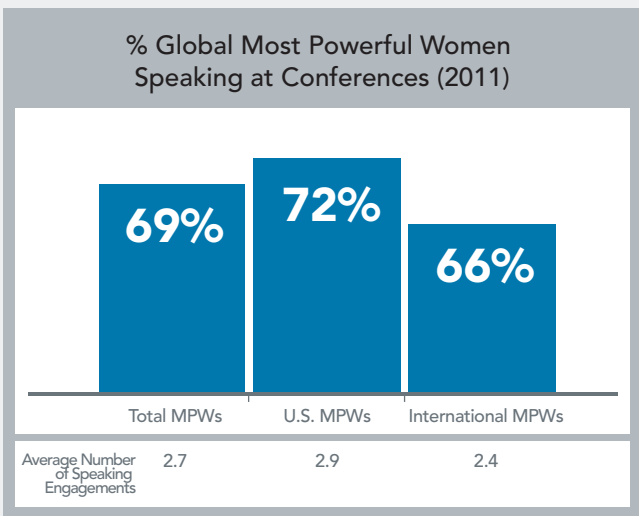
Few U.S. MPWs Spoke at Non-U.S. Venues:

MPWs whose companies are based in the U.S. rarely ventured overseas and across the northern border to speak in the past 12 months. Of the conferences U.S. MPWs spoke at in 2011, 89% were located in the U.S. The remaining 11% were held mostly in Europe but also in China, India and Canada.

The Majority of Most Powerful Women were on the Speaking Circuit in 2011:

The majority of women (69%) ranking on Fortune Most Powerful Women in Business list spoke at minimally one business conference in 2011. On average, these top-ranking women spoke at 2.7 conferences over the course of 12 months. U.S. and non-U.S. based women were nearly just as likely to speak, confirming that women all over the globe recognize the value of conference visibility.

While the CEO was typically the top company storyteller in 2011, the majority of non-CEO MPWs also spoke at conferences during 2011. In fact, CEOs spoke at only one additional event than non-CEOs, on average.



Most Powerful Women Typically Spoke to Targeted Audiences in 2011:

The large number of conferences – 218 – means that there is a wide variety of audiences for MPWs to address. A categorization of all conferences found that these executives spoke primarily at industry-specific events (e.g., World Food Prize Conference and FICCI-IBI Conference on Global Banking) and conferences geared towards job function (e.g., Techonomy and ANA Conference), followed by women’s leadership and academic forums. Perhaps the greater concentration of industry and job function-related conferences hints at the importance for leading executives to speak before audiences containing potential prospects and customers.

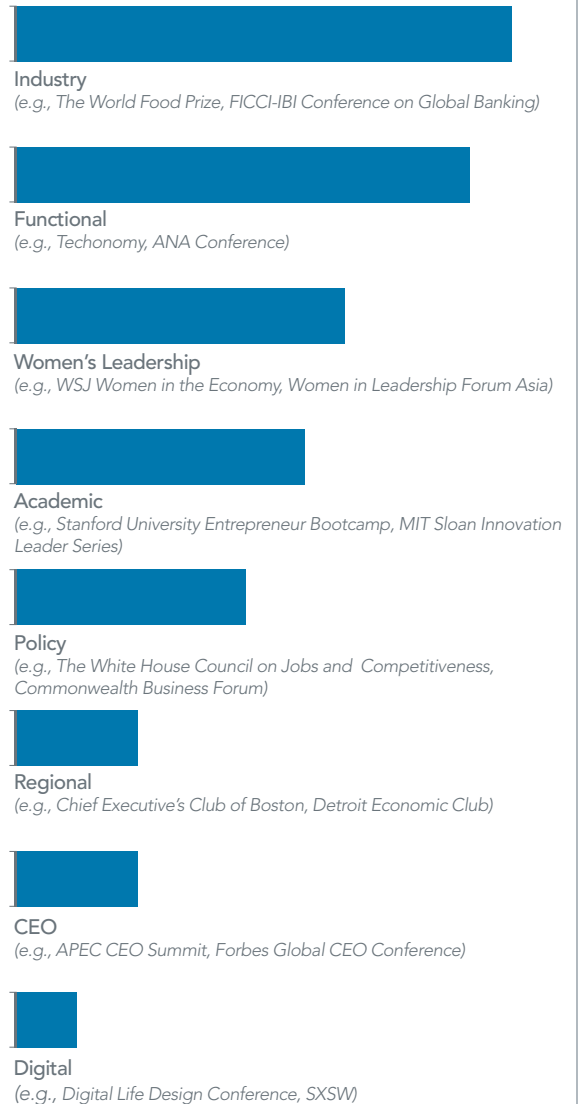
It is worth noting that the Digital category of conferences crossed MPWs’ radar screens in 2011, when they did not in 2010. Of seven such events that MPWs spoke at in 2011, none were spoken at in 2010 by the 2010 class of MPWs.

Insights from Weber Shandwick’s TOP CONFERENCES FOR MOST POWERFUL WOMEN Study:

As companies continue their recovery from the global economic downturn, they are finding prized opportunities on the executive conference circuit. Our research highlights how many of the world’s most respected business leaders choose speaking engagements to demonstrate the strength of their companies and engage with key stakeholders.

The landscape of business conferences and events is vast and continually changing. Highly targeted programs geared to promoting a business and its agenda are smart investments and our study demonstrates the sheer number and variety of opportunities available for CEOs and their benches alike. Like no other communications channel can, these forums provide a unique platform to discuss critical issues and points-of-view with stakeholders on a face-to-face basis and create leverageable content in the process.

Types of 2011 Global MPW Speaking Venues* (in rank order)



*Rank based on number of types of conferences regardless of how many MPWs spoke at each

For more information, please contact Carol Ballock, Executive Vice President at 212.445.8124 or cballock@webershandwick.com. You can also visit www.webershandwick.com

About the Research

Weber Shandwick began with the U.S. and Global lists of the 2011 Fortune's Most Powerful Women in Business. This is a list of 50 women from U.S.-based companies and 50 women from non-U.S. companies. For each woman on the list, Weber Shandwick examined her speaking engagements during 2011. Weber Shandwick audited company websites for conference participation and searched media using Factiva. Company meetings and shareholder presentations were excluded. Weber Shandwick also analyzed the agendas of the highest ranking conferences to determine the topics these Most Powerful Women spoke about.

About Weber Shandwick's Executive Equity & Visibility Services

Executive Equity & Visibility is a component of Weber's Shandwick's Enterprise Brand Activation Strategy which includes Corporate Storytelling, Executive Equity & Visibility, Amplification & Engagement, and establishing third-party Credentials & Recognition.

About Weber Shandwick

Weber Shandwick is a leading global public relations agency with offices in 81 countries around the world. The firm's success is built on its deep commitment to client service, our people, creativity, collaboration and harnessing the power of Advocates — engaging stakeholders in new and creative ways to build brands and reputation. Weber Shandwick provides strategy and execution across practices such as consumer marketing, healthcare, technology, public affairs, financial services, corporate and crisis management. Its specialized services include digital/social media, advocacy advertising, market research, and corporate responsibility. In 2010, Weber Shandwick was named Global Agency of the Year by The Holmes Report for the second year in a row; an 'Agency of the Decade' by Advertising Age, Large PR Agency of the Year by Bulldog Reporter, a Digital Firm of the Year by PR News, and Top Corporate Responsibility Advisory Firm by CR Magazine. The firm has also won numerous 'best place to work' awards around the world. Weber Shandwick is part of the Interpublic Group (NYSE: IPG).

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