

# Executive Visibility: How the Most Powerful Women in Business are Engaging

## Conferences, Boards, Rankings & Awards

Every year Weber Shandwick studies the engagement activities of the world's top executives to determine how they are positioning themselves in the eyes of their key stakeholders. For our latest research, we focused on activities that help American women business leaders communicate their company stories and thereby build and reinforce their corporate brands.

To do this assessment, Weber Shandwick selected the Fortune Most Powerful Women (MPW) in Business list, published in October 2012, as the sample for our research. The Most Powerful Women list serves as a good

benchmark for assessing executive engagement opportunities for highly influential business women.

The list is comprised of 50 women who are U.S.-based. For each of the 50 women on the list, we conducted a thorough audit of their 2012 speaking engagements, rankings or "best of" honors, and board memberships. Our audit was conducted from October-December of 2012 by evaluating each MPW's biography on her company website and researching media coverage earned using Factiva. We supplemented this audit with a general online search.



## MPW: 2012 VISIBILITY SCORECARD

Our study revealed that Fortune's Most Powerful Women in Business—whether they are CEOs or hold other senior positions—are proactively engaging external audiences and being acknowledged for their roles as effective leaders

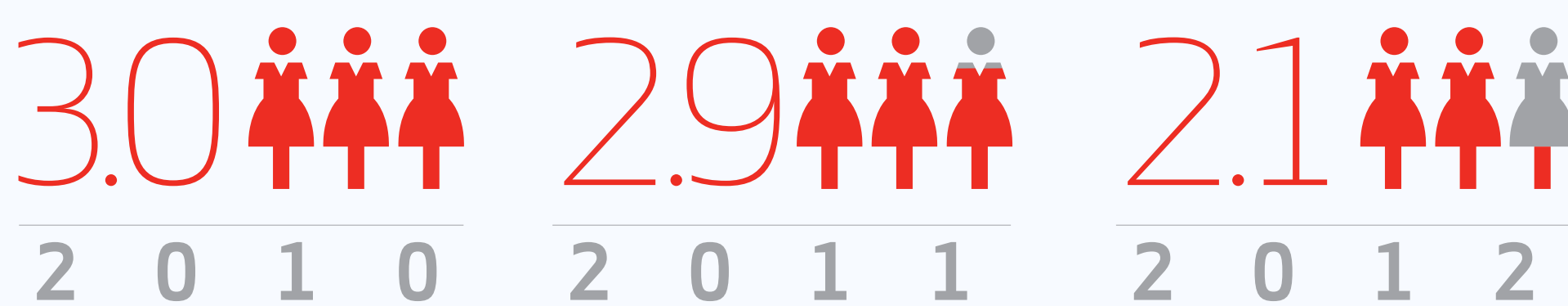
	TOTAL U.S. MPWs	TOP 5 MPWs*	CEO MPWs	NON-CEO MPWs
<b>CONFERENCES</b>				
% who spoke	72%	100%	82%	56%
Avg. # engagements	2.1	3.6	2.6	1.6
<b>BOARDS</b>				
% on boards**	78%	100%	82%	71%
Avg. # boards	2.6	4.0	3.0	2.2
<b>RANKINGS &amp; AWARDS</b>				
% awarded/ranked	60%	100%	62%	55%
Avg. # awards/rankings	1.2	3.6	1.7	0.9

\*Top 5 MPWs refers to the top five women recognized on the list overall.

\*\*Data includes both publicly and privately held boards.

## MPWs MORE SELECTIVELY CHOOSING THEIR SPEAKING ENGAGEMENTS

The same number of MPWs spoke at a conference in 2012 as they did in 2011 (72%), but each spoke at nearly one fewer conference, on average. This overall decline was a result of a handful of previously high-volume MPW speakers at fewer events in the past year



Average Number of U.S. MPW Speaking Engagements

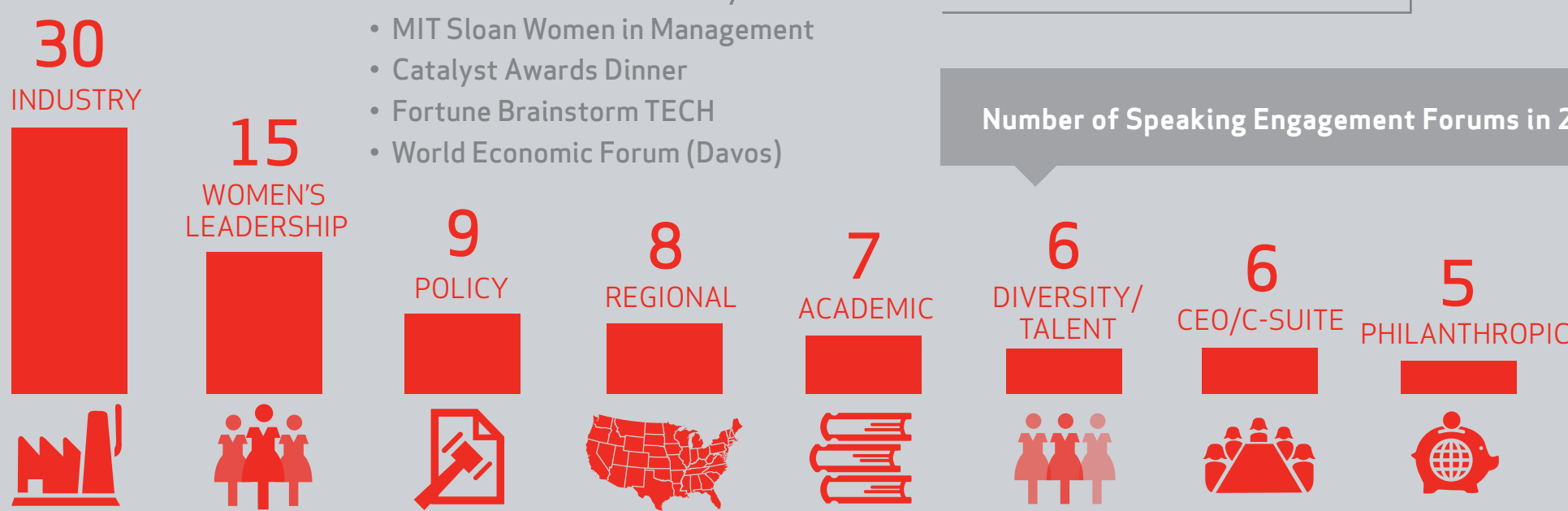
## TOP MPW SPEAKING ENGAGEMENT FORUMS IN 2012

Multiple MPWs spoke at these events in 2012

- Fortune Most Powerful Women Summit\*
- WSJ Women in the Economy
- MIT Sloan Women in Management
- Catalyst Awards Dinner
- Fortune Brainstorm TECH
- World Economic Forum (Davos)

\*Since we based our analysis on the Fortune Most Powerful Women in Business list, it is not surprising that the MPW Summit tops the list of events MPWs spoke at.

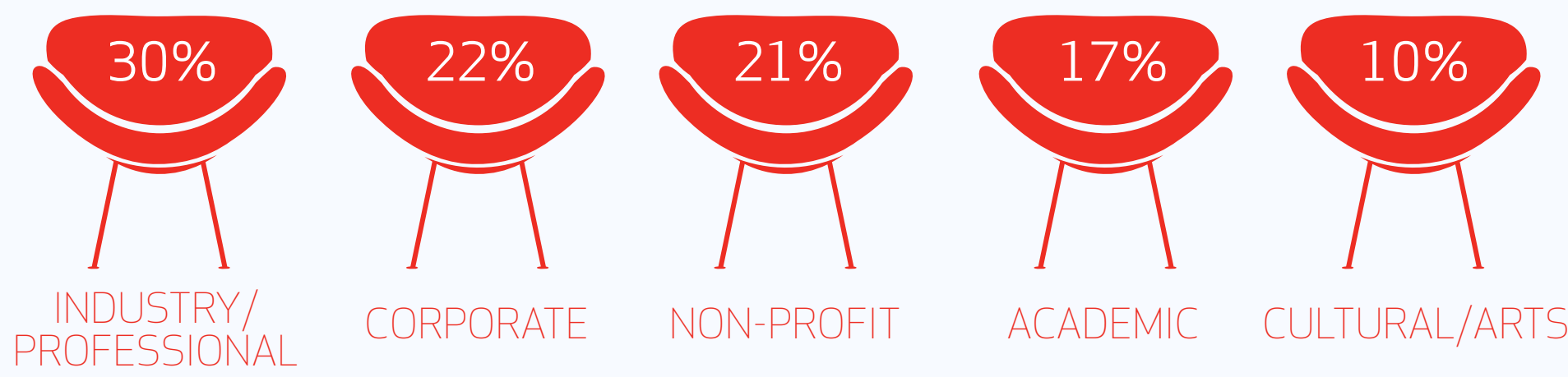
Number of Speaking Engagement Forums in 2012



## MPW 2012 BOARD MEMBERSHIPS

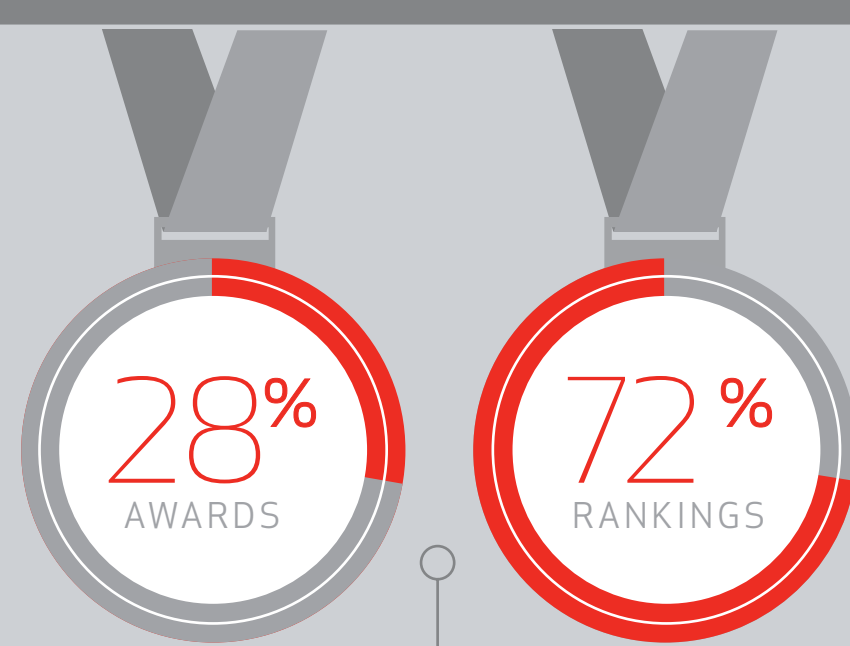
U.S. MPWs % Boards by Type in 2012 (based on 121 total board positions)

MPWs are most likely to sit on industry/professional boards



## MPW 2012 HONORS

Rankings far surpassed awards in terms of honors for MPWs during 2012



U.S. MPW Awards & Rankings by Type - 2012

Rankings list people in order of company size, leadership traits, industry relevance, etc.; Awards honor specific achievements at points in time.

For more information about **Executive Visibility: How the Most Powerful Women in Business are Engaging** and Weber Shandwick's Executive Equity & Engagement Services, please contact:

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