



Post-Event Report: **2022 Girl emPower Summit**

Program Focus

The Girl emPower Summit is a signature LCWAG leadership development event, hosted by girls for girls! The 2022 event theme was "Breaking Boundaries and Embracing Change," featuring a keynote address from Emma G., an award-winning singer-songwriter and TEDx speaker. The summit also featured the following topics and speakers:

- "STEM for Change: Equity & Diversity" panel discussion with women in STEM at AWS;
- "Mental Health & Wellness" with Breana Turner, founder of Sisters with Ambition, Miss Virginia Volunteer 2021 and Ph.D. candidate at Virginia Tech;
- "Entrepreneurship & Leadership" with Kindra Dionne, President & CEO, PurposeWorX LLC;
- "Preparing for Your Future" with Nancy Yarahuan, Senior Educational Advisor, Jack Kent Cooke Foundation.

Attendee Demographics

The summit was designed for young women ages 12 to 18 years old. Registrants ranged from 10 to 18 years old, with $\frac{3}{4}$ being between **12 and 15 years old**.

Registrants lived across Loudoun County, with zip codes in every election district. Other locations across the Northern Virginia region and beyond were also represented, including Fairfax County, Prince William County, Frederick County, and Alexandria, Virginia; Berkeley County, West Virginia; and Prince George's County, Maryland.

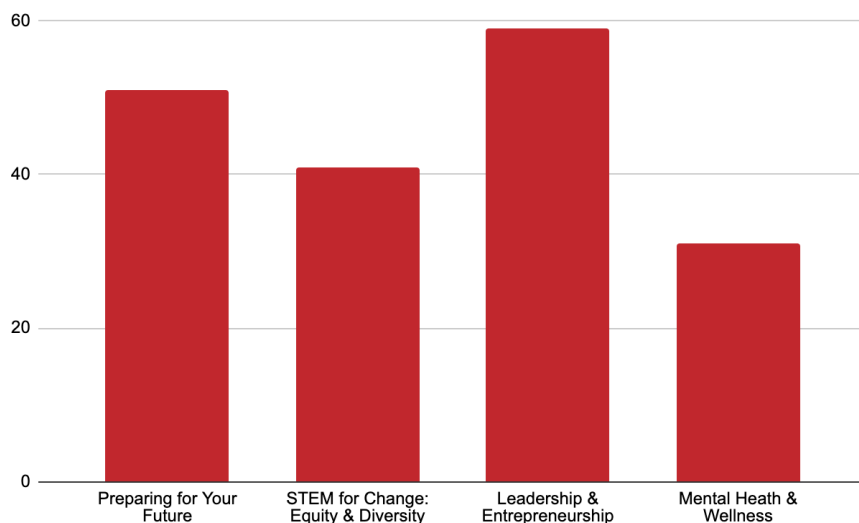
Feedback on the Program

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For the third year in a row, **100% of attendees surveyed** stated that after attending the Girl emPower Summit, they **feel more confident about their future goals**.

The young women surveyed expressed a strong interest in extended Girl emPower programming, with 74% interested in virtual workshops throughout the year.

Each attendee chose the two sessions they attended, from a choice of four offerings; the bar graph below shows which sessions were most popular in terms of signups. As in previous years, Leadership & Entrepreneurship was the most popular offering.



All of the sessions received positive rankings in the survey. The sessions for Leadership & Entrepreneurship and Mental Health & Wellness ranked most relevant and interesting, followed closely by STEM for Change: Equity & Diversity, then Preparing for Your Future.

Here are some quotes from Girl emPower Summit attendees:

- "I loved it!!!"
- "It was super fun and interesting. I enjoyed it so much!"
- "The Girl emPower Summit was a great experience. This was my 1st summit."
- "Everything was amazing."
- "This Program is very helpful!"



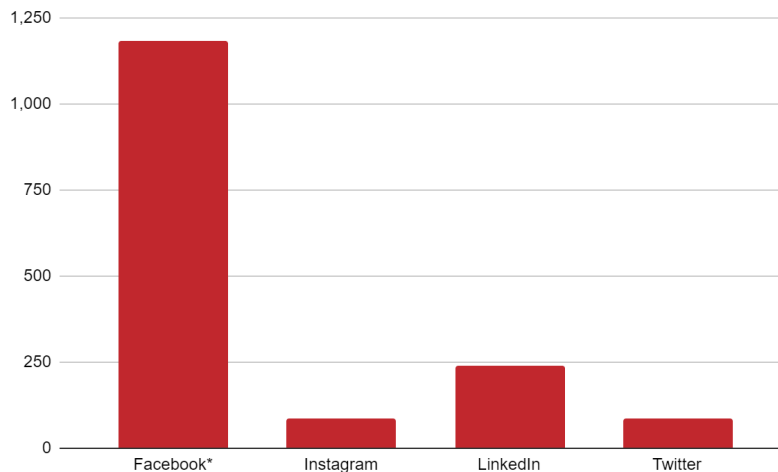
Experience the event by watching a video recap of the 2022 Girl emPower Summit:

[click here to view.](#)



Digital Marketing Performance

The summit was promoted using both paid and organic posts across LCWAG's accounts on Facebook, Twitter, LinkedIn, and Instagram. Posts about the summit on all four channels totaled 42,862* impressions; 1,597* engagements; and brought on 87 new social media followers (a 5.4% increase). The graph below compares engagements on the four channels:



** includes paid and organic performance*

Over the course of a five-week campaign, the campaign attracted 4,600 unique visits to LCWAG.org, a record surge of traffic to the website. The Girl emPower Summit form received nearly 2,000 views and 107 submissions, amounting to a very respectable 5.5% completion rate.

Community Outreach and PR

The summit was made possible through the generosity of our Key Sponsor, **Amazon Web Services**; Silver Sponsor, **David & Amy Bosserman Charitable Fund**; Bronze Sponsors, **100 Women Strong** and **Backflow Technology, LLC**; and our Supporting Sponsors, **Orblynx Academy LLC** and **ARM Consulting**.

Additional vendors and partners helped ensure the summit's success. **Custom Ink** provided event t-shirts for LCWAG Board and volunteers. Attendees chatted over lunch from **Famous Toastery** Ashburn and received door prizes from **Grace Nails Studio**, **Mullen Orthodontics**, and **K&M Hair Lounge**. **POUNCE Solutions** strategized our marketing and outreach to attendees, and **D3D Photography and Videography** captured all the incredible moments we shared together.



The event received media coverage from local news outlets:

- *Loudoun Now* - [First In-Person Girl emPower Summit Meets](#) - September 29
- *Loudoun Times-Mirror* - [Third Annual Girl emPower Summit on Sept. 24](#) - August 31
- *Loudoun Now* - [Annual Girl emPower Summit Announced](#) - August 29

Other prominent placements and community outreach partners included:

- Loudoun Economic Development - [2022 Girl emPower Summit](#)
- Get Out Loudoun event calendar
- Social media shares from Chair Phyllis Randall and Supervisor Juli Briskman
- Loudoun Education Foundation
- Inova women's support group & STEM/self-esteem program from girls
- LCPS PeachJar and LCPS principals' network
- Park View High School's Girl Empowerment Club
- Loudoun NOW
- Facebook groups including The Real Ladies of Loudoun County, Loudoun County Social Collective, The Loudoun Moms, and Sterling Park Neighborhood Exchange