

# 2023 CCW WOMEN AT CCW SAN ANTONIO POST-SHOW REPORT

GRAND HYATT | SAN ANTONIO, TX | JAN 30, 2023







EXIST LOUDLY



# Dear CCWomen Family

exist loudly

Our time at the CCWomen Summit in San Antonio feels like a different world. After a busy start to the new quarter, it's refreshing to enter a world where we replace the day-to-day grind with catered bagels and networking. But for us, it's the most exciting to enter a world in which 80+ women gather to empower one another, learn from one another, and make 2023 the year where we stop apologizing and start taking up space.

At our CCWomen Summit in San Antonio, we talked all about how to "exist loudly." For us, this means taking our seat at the table, asking for what we need (and want), and aligning ourselves with success and confidence. Though this is no easy feat, we spent the day, surrounded by community, learning how to turn "exist loudly" from a phrase into an action. There is something so unique about these gatherings-- we always feel so inspired, so refreshed, and so ready to take on our goals. This is why we are so excited to build the CCWomen Summit experience into your everyday life.

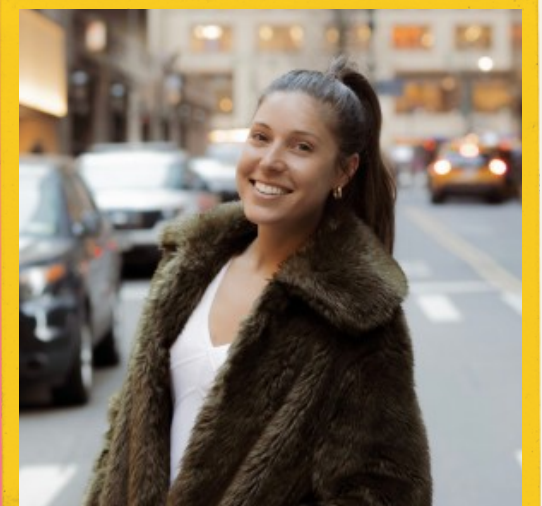
At CCWomen, we've been working hard to create a program that offers everyday inspiration, networking, resources, and community. Not just once or twice a year. Every day, virtually and in-person, across every time zone and company. Our CCWomen Membership program is coming in June 2023, and we couldn't be more excited to share it with you. For now, we hope you are staying warm and safe as you reflect on your goals for 2023. As you gear up to take on this year in full swing, please enjoy this report-- crafted with you in mind, powered always by our community and their feedback. And, as always, this party isn't over yet! Our June CCWomen Summit in Las Vegas will be the biggest and best yet, and we can't wait to roll out the red carpet for you.



*Sandy Ko (she/her)*  
Founder, Principal



*Grace Gilbert (they/them)*  
Content Creator



*Taylor Salmons (she/her)*  
Marketing Manager, Staff Writer

♥, the CCWomen Team



# EVENT SNAPSHOT

9

*speakers*

1

0

*sessions*

8

1

*attendees*  
**men, women, and allies!**

## *hot topics:*

imposter syndrome

AI & gendered technology

the executive path

allyship

female rivalry

...and so much more!

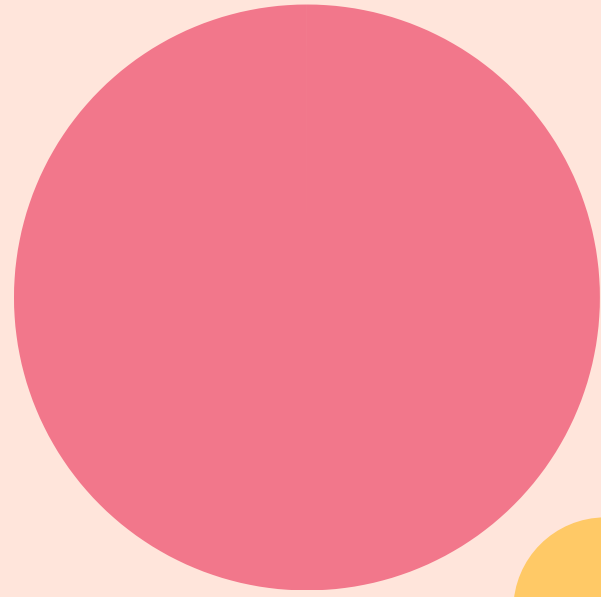
*all are welcome!*

CCWomen is your community for all things diversity, equity, and inclusion. We discuss topics that affect everyone in the workplace, from how to be a more inclusive leader to how to be a better ally. The world is rapidly changing, which means the workplace is, too. DEI is not just a catchy topic, it's a skill that becomes more and more essential every year. That might sound daunting, but we've got you covered. Here at CCWomen, we welcome any and all; if you've got an interest in DEI, then we've got a seat for you...and perhaps a cool T-shirt or two.

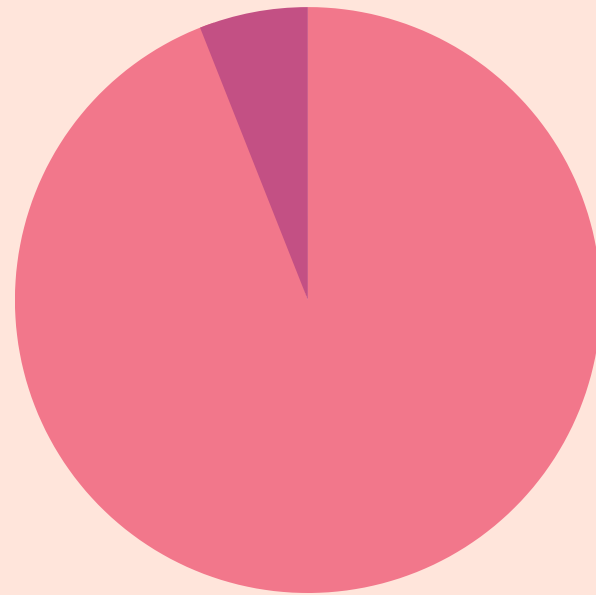


# SURVEY SAYS...

**100% of attendees stated that the CCWomen Summit changed their perspective.**



**94% of attendees are likely to recommend CCWomen to a friend.**



"I came to this summit not knowing what to expect other than a networking opportunity. I walked away feeling enlightened and empowered in more ways that I can describe in words. Working in a male dominated environment, I have become accustomed to second guessing my words, feelings, and the way I express myself. This summit has been such an eye opener and has truly changed my perspective."

"Groundbreaking topics, brilliantly executed."

"It was amazing to meet and connect with so many wonderful women."

*We ♥ your feedback.*



# OUR HOW...



## *Mission*

**TO REVOLUTIONIZE THE CUSTOMER CONTACT INDUSTRY, ONE WOMAN AT A TIME.**

We're here to build a stage for you to stand on.

***CCL Women pillars***



# ...AND OUR WHY.

Percentage of women who aspire to leadership and advancement:

*when they feel included*

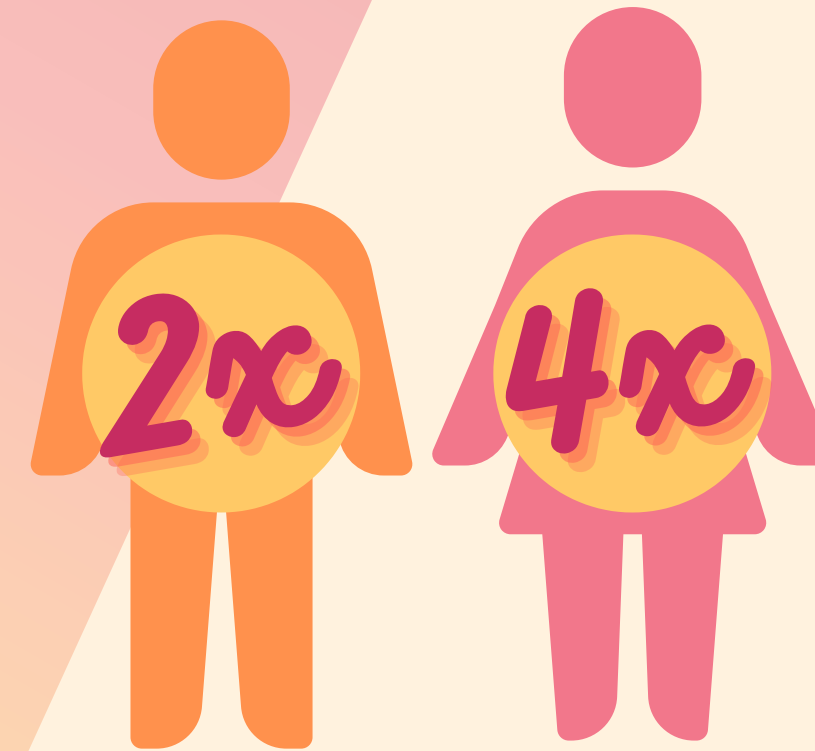
93%

VS

*when they don't.*

79%

Likelihood of reaching senior management levels in a more equal work culture (as compared to the standard workplace):



"Innovation mindset" (an individual's ability to be innovative) is 6X higher in the most equal work cultures than in the least equal cultures.

*In a more equal culture, everyone wins.*



# SESSION HIGHLIGHTS



*Misa Chien*

Forbes Women To Follow 2011, Inc  
30 Under 30 2011, Model

## Keynote & Workshop: How to Embrace and Combat Imposter Syndrome

“

When things come easy, it doesn't always feel deserved. But you need to distinguish between humility and fear. You need to be kind to yourself and know the signs of imposter syndrome when you see them.

”

## Cultivating Allyship in the Contact Center

“

Allyship is not just a concept. It's a VERB. It takes more than just showing up. It takes action.

”



*Geoff Burbridge*

Director - Truist Contact Center,  
VP, Truist

## My Journey as a Woman Executive Rising Through the Ranks

“

**Everyone was 20-30 years older than me. So I started to push into every conversation. And eventually, when the senior leaders failed, I picked up their slack and did it quicker and better.**

”



*Mary Beth Jenkins*

Executive VP, COO, Insurance  
Division, UPMC

*Click to read Mary Beth's special feature!*



# SESSION HIGHLIGHTS

**Customer Service Has Always Been a Gendered Industry. CX Technology Has a Chance to Level the Playing Field**

**“ Women may be the face of bot technology, but actually, less than 13.8% of the creators of the bot are women. ”**



*Wandy Felicita Ortiz*  
Customer Management Practice, Content Analyst, CCW Digital

*Click to check out Wandy's presentation!*



*Stefnie Howley*  
Former Project Manager, Match

**Goal-Setting: The Art and Science of Achieving Success**

“ Define your personal mission statement. What makes you unique? This should encompass your personal values or perspective through life. Then, you develop your rallying cry. Ask yourself: what do you want to do in the next 3-6 months? ”

**How to Glisten in a Mentor Relationship**

“ If you're in the position to do performance reviews, be aware of bias. Women are consistently reviewed on personal attributes. Meanwhile, men get reviewed on their results. ”



*Judith Platz*  
2021 CCWomen Hall of Fame Inductee



# SESSION HIGHLIGHTS



*Hui Wu-Curtis*  
Co-Founder & COO, SupportU

## When Women Are Our Own Worst Enemies: How to Break the Cycle of Female Rivalry

“ Toxic women are threatened by the unknown because they don't know what will happen. To break this cycle, you need to give people a chance who might not have the skills or experience. Allow people to surprise you. ”

## When Women Are Our Own Worst Enemies: How to Break the Cycle of Female Rivalry

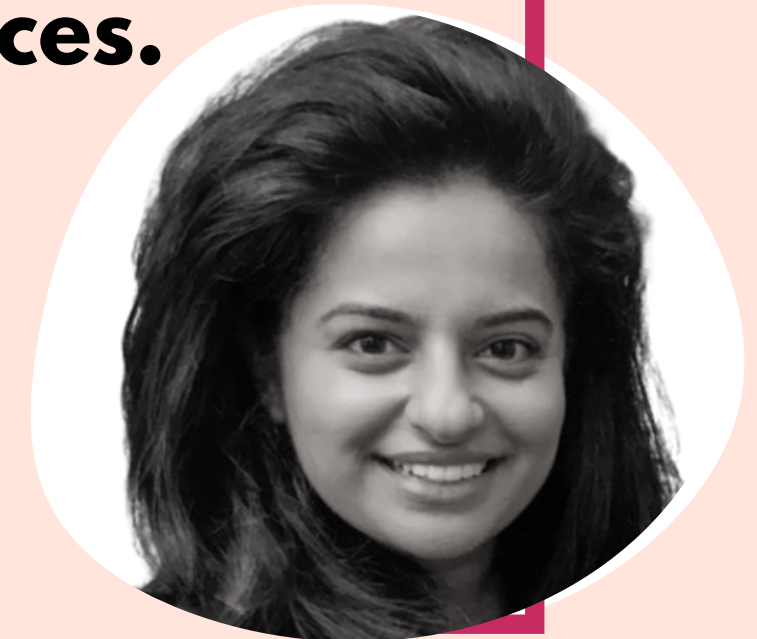
“ As women started entering my industry, I didn't like any of them. Then I had to think – it's me. I'm jealous. I'm worried that they'll be more successful. ”



*Kathy Phelps*  
President, C-lect

## When Women Are Our Own Worst Enemies: How to Break the Cycle of Female Rivalry

“ The more successful the woman, the less friends they have. We've been conditioned to fight for resources. ”



*Naheed Adil*  
Former Vice President, Journey & Experience,  
Boxed



# THE CCWOMEN INSIDER: AT THE BOOTH

*an interview with*

*Megan Ingraham*



SVP, Contact Center Operations  
Strategy & Technology, Navy  
Federal Credit Union

**Q: What initially drew you to the customer contact world?**

**MI: "I kind of stumbled into it, but what made me stay was the opportunity to help people, at a large scale, be their absolute best."**

**Q: When do you feel the most confident?**

**MI: "When I finish something really hard. You sometimes need action to drive determination and motivation, and for me, that drives confidence."**

**Q: If you could meet any woman in history, who would it be and why?**

**MI: "Tina Fey. She really found her way in a male-dominated industry, and she did it with her girlfriends. It's so easy to fight against other women, but her and Amy Poehler supported one another and it shaped their careers forever."**

There's always something going on at the CCWomen booth! This time, we had cute swag, networking space, a scrapbook, and a vision boarding activity!



*#cutestboothinamerica*



# INTERVIEWS. RESEARCH. DEI.

Cutting edge CCWomen content at your fingertips.

**THIRSTY THURSDAYS.**  
**ALL ABOUT WOMEN**  
**IN THE WORKPLACE.**  
**A CCWOMEN PODCAST.**

## Welcome to the CCWomen Podcast.

Thirsty Thursday is where we make ourselves a nice bevvv (latte, sparkling water with fruit, something Fancy) and dive deep into what's going on today with women in the customer contact industry, and in the business world at large. With research, history, interviews with some absolute all-stars, and a good cup of coffee on our side, we're excited to talk about ways we can continue to make the working world a better place for women.

[LISTEN](#)



## Featured CCWomen Content



[Hiring Equity & Disability](#)



[Promotion & Raise Toolkit](#)

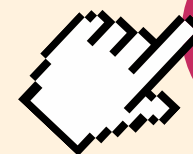


[5 Books for Women in Business](#)

## We've been working hard.

Articles, reporting, podcasts, interviews with executives, book reviews-- you told us what you wanted to see, and we made it happen. Now you can find CCWomen content below, on CCW Digital. And keep an eye out...we may have some surprises up our sleeve.

[MORE CONTENT](#)







CCW @ M E N I : E X I S T L O U D L Y



What's next?

# READY TO GET INVOLVED?



*Speak at an event*

It's time to share your story. Join a panel of women on stage, engage in an interview-style fireside chat, or present on a topic that hits home for you. We're looking for women who think big, meet the moment, and aren't afraid of a little celebration.

Click below to get started.

*Be featured on our podcast*

Interviews offer a more intimate setting for sharing your why, your how, and the hopes you have moving forward...and maybe your favorite rom-com. Interviews will be featured on our podcast, content pieces, and in our member highlights.


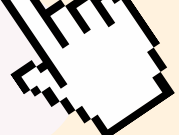
Click below to get started.

*Membership*

Launching in June, the CCWomen membership portal is your home for year-round community. Mentor matching, networking access, exclusive content, virtual events, professional support, and camaraderie-- we're here to see you to the next level.

Click below to be first in line.

 [CCWomen Speaking & Interview Opportunities Form](#) 

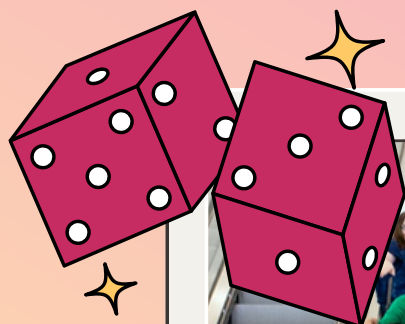
 [CCWomen Membership Interest Form](#) 



What's next?

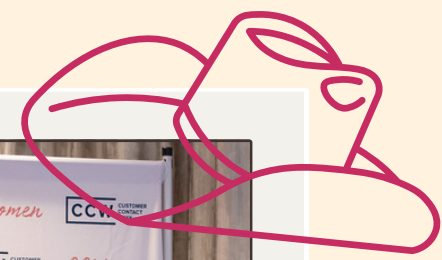
# UPCOMING CCWOMEN SUMMITS

TECH. DEI. LEADERSHIP. NETWORKING. DON'T MISS OUT ON OUR BIGGEST EVENTS OF THE YEAR.



*Las Vegas*  
**June 19, 2023**

**JOIN US**



*Nashville*  
**October 11, 2023**

**STAY TUNED**



# SPONSORSHIP OPPORTUNITIES

**Create a custom package!**

Are you a vendor looking to get involved? We appreciate your support! Your organization can practice advocacy for women in our community through a variety of different mediums, highlighted below. Sponsorship spots are filling up quickly. [Contact \[simon.copcutt@cmpteam.com\]\(mailto:simon.copcutt@cmpteam.com\) now for more info!](mailto:simon.copcutt@cmpteam.com)

## **CCWomen Summit Speaker Brunch**

You'll get an exclusive invitation to this pre-conference brunch with the C-Suite customer contact leaders speaking at the CCWomen Summit. Have your logo displayed and distribute swag.

## **CCWomen Summit**


- Share your story and expertise through a session
- Lead a Networking Activity
- Logo & Swag
- CCWomen Membership Portal Launch Party Invite
- Branding - CCWomen Booth, Mobile App, Social Media

## **CCWomen Networking Breakfast**

Take the stage for a 30 min panel at this Networking Breakfast, open to all CCW attendees. Logo and swag can also be added to package.

# CONTACT US



 [ccwomen@cmpteam.com](mailto:ccwomen@cmpteam.com)

## GET INVOLVED

[CCWomen Membership Interest Form](#)

[CCWomen Speaking & Interview Opportunities Form](#)

## STAY IN THE LOOP



*See you  
next time!*

A graphic featuring a location pin icon on the left, a dashed line curving around the text, and an airplane icon on the right, suggesting a journey or a return to a future event.