



Philadelphia 2012 Host Application

Dear Prospective Dinner Host:

Thank you for your interest in participating as a POWER Philadelphia Dinner Host. POWER Philadelphia will be held on Thursday, September 27, 2012 at the Kimmel Center.

The mission of POWER: Opening Doors for Women is to promote and develop women leaders. We accomplish this goal by providing a unique opportunity for women at all levels within their careers – Executives, Directors, Managers and Associates – to interact and exchange ideas with women within and outside of their industry and functional areas. POWER programs put a focus on connecting high-potential and senior-level women in an effort to filter more women through the pipeline. POWER is based in Chicago with markets in Philadelphia, Detroit and Atlanta. POWER has consistently been recognized as one of the best programs of its kind, attracting top talent in all its markets since its inception in 2004.

POWER will bring together talented women from across the country to participate as Panelists, Speakers and Thought Leaders at the POWER program.

If you have hosted a Dinner in the past, please read this application carefully as several upgrades have been made to the program's structure that will enhance the experience for our Sponsors, Dinner Hosts and Attendees.

The feedback POWER has received across the country expresses a resounding theme of quality over quantity with the more intimate Dinners receiving the highest reviews. In response to this feedback, and to accommodate our overall attendance, there will be 4- 6 POWER Philadelphia dinners.

Sample POWER Agenda

3:30 p.m. – 4:30 p.m. Professional Development Sessions

The professional development sessions are a great opportunity to engage high-potential women though women at all stages of their careers have found these sessions valuable.

Past sessions include:

How to Build a Web of Influence
From Newcomer to Leader
How to Brand Yourself

4:30 p.m. - 6:30 p.m. **General Reception, Keynote Address, Panel Discussion and Q&A**

7:00 p.m. - 9:00 p.m. **Simultaneous, Theme-based Dinners**

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Dinner Host Benefits

POWER provides a Host and her guests with a tremendous opportunity for access to and recognition from some of the most accomplished senior and emerging leaders in the business community. Past Hosts have stated:

Excellent! I've attended many networking events over the years--most tepid at best.

This was awesome...thank you!

When I attended POWER I didn't have any idea what was in store for me. I met the most amazing women! I've never seen so many powerful women in one place before. The energy within was unbelievable and I was charged. From POWER I was inspired to Host Women of Chicago events at Comcast. These are events where exempt level women can network in a safe environment. The WOC event has grown from thirty members to fifty in the past year. Thank you for unleashing the POWER!

As a result of the inaugural dinner for Women in International Business, we have started a private dinner series in which one of us will host a Dinner every few months for like-minded women. We are peers of different ages and backgrounds, and we share our experience in international business as well as other life experiences. It is powerful.

Corporate Branding

POWER will include the corporate logo, bio(s) and photo(s) of the Dinner Host(s) on the Conference Program and individual Dinner Programs.*

*Note: POWER will only use one logo per company. Branding at the Professional Development Sessions is reserved for POWER Sponsors.

Complimentary Tickets

Dinner Hosts will receive four complimentary tickets, in addition to the Host registration, which may be used for a full POWER experience: Professional Development Session, Reception and Dinner [Host or Other]. Due to space limitations, additional complimentary tickets will not be offered. There will be no exceptions. If space permits, Hosts are welcome to purchase additional tickets online or via the POWER office. Hosts, Speakers and Panelists are complimentary guests of POWER do not have to pay to attend the conference, and are included in the maximum dinner capacity.

*Note: POWER will register Host's guests on your behalf once a list is received (see Timeline). Registrations for Dinners are limited to space availability.

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Dinner

Panel Development*

In collaboration with POWER, the Host may identify speakers and/or panelists and determine a Dinner Topic and Description. Usually the Host also moderates the discussion, although she may identify someone else to moderate on her behalf. Hosts will be responsible for travel costs for any Speaker or Panelist that the Host invites that are located outside of the Philadelphia area.

*Note: POWER reserves the right to approve and/or modify the Panel.

Cost

The cost to Host a Dinner includes a Host Fee of \$1,750, the actual cost of the Dinner (venue dependent; payable directly to the pre-approved venue), and Transportation Fee of \$550 (Dinner outside of the Kimmel Center; payable directly to the event transportation company). Considering market prices and a quality dinner experience for approximately 45 attendees, the minimum Dinner Budget is estimated to be \$6,300:

Host Fee \$1,750

Dinner \$4,000

Transportation Fee \$550 (if dinner is not in the proximity of the Kimmel Center transportation is required)

Total \$6,300

Hosts may incur extra expenses should they choose to provide décor such as floral arrangements to enhance the ambiance of the Dinner. Such items are at the discretion of each Host. POWER will assist with suggestions and vendors at the Host's request.

Venue

The Host may hold the Dinner at a corporate office, private club or restaurant. POWER will provide a list of pre-approved venues in accordance with the POWER Philadelphia Timeline (Exhibit A) [hereinafter "the Timeline"]. Any venues outside of this list must be convenient for the attendees, speakers and panelists (i.e., within 10 minutes of Kimmel Center by transportation), and approved by POWER. A walk-through by a POWER representative must be scheduled in accordance with the Timeline to ensure that the Dinner venue meets POWER requirements.

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Thought Leader

Each Dinner will include a Thought Leader who will provide a general overview of the status of women in that particular field. POWER will identify the Thought Leader but welcomes suggestions from the Host. The Thought Leader will be published and/or come from a well-respected research or think tank institution. The Thought Leader is included in the maximum Dinner capacity.

POWER Staff at Dinner

POWER will provide a volunteer staff person at each Dinner to check guests in, distribute and collect surveys and gift bags, help keep track of time and generally assist the Host as needed. The volunteers will generally be college or graduate students (e.g., Law, MBA) to be consistent with the POWER mission to provide exposure and professional development opportunities to talented women in the pipeline.* Hosts will be asked to briefly introduce these volunteers during their opening remarks. Host recommendations for volunteers are welcome.

*Note: All volunteers must complete an application and are selected in accordance with POWER criteria. Volunteers are accounted for in the maximum Dinner capacity.

Attendee, Speaker and Panelist Gifts

Hosts may provide a gift for their Dinner attendees (e.g., Host branded collateral materials), and are also welcome to provide gifts to all of the POWER Philadelphia attendees. Information about gift quantities will be provided in accordance with the Timeline. Gifts will be packaged by POWER and must be received in accordance with the Timeline. Speakers and Panelists are also welcome to provide a gift with the exception of printed marketing brochures.

Hosts are encouraged to provide each Panelist, Speaker and Thought Leader with a gift as a token of appreciation. POWER will provide suggestions at the Host's request.

Signage & Marketing Material

Effective signage during the event is critical to provide direction and ensure an effective flow of attendees to the Dinner. At minimum, Hosts should provide one sign at the entrance to the Dinner room and ensure that the venue welcomes POWER attendees as they arrive, directing them to the appropriate locations within the building (e.g., elevators, meeting rooms, restrooms). All signage must include the POWER logo.

POWER will provide the Dinner brochure that includes the Host name and logo, Dinner agenda, panelist and speaker biographies and pictures, and general POWER description to the Host for printing in accordance with the Timeline. Instructions for producing a quality, tri-fold brochure will accompany the print-ready document.

Any other marketing materials must include the POWER logo and must be approved by POWER prior to printing. All literature must be submitted electronically to the POWER office in accordance with the Timeline.



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Press

The Dinner Host is welcome to send a press release about their Dinner and the POWER program. POWER must approve the language and will provide a POWER press release statement, which must be included in all materials.

Host and Speaker/Panelist Conference Call

All Hosts, Speakers and Panelists are required to participate in a conference call prior to the program to discuss the Conference theme and Dinner topic. The conference calls will be scheduled in accordance with the Timeline. POWER will coordinate the conference calls and a POWER representative will participate in the conference call, as appropriate.

Public Event

POWER's mission is to be inclusive and open to all women and men. All Dinners are open to the general public and the program will be advertised through POWER's extensive database. Dinners will be closed when they reach capacity. The Host's four complimentary seats will be held for the Host Dinner until the Host Registrant information is due (see Timeline) and unless other POWER Philadelphia Dinners are selected. No Host has the power, right or discretion to turn away any POWER participant from their Dinner. POWER reserves the right to cancel or make changes to the scheduled Dinner at its sole discretion. Should POWER exercise its discretion under this provision, all costs, expenses, and fees incurred by the Host shall be the sole responsibility of the Host.

Terms and Conditions

Submission of your Host Application shall be deemed as confirmation that you agree and accept all terms and conditions of participation as set forth contained herein. All applications are due no later than Friday, April 13, 2012. There are only a few slots available, so please let us know immediately if you are interested.

Thank you for your time and consideration in the review and completion of the POWER Dinner Host application.

Sincerely,

Deirdre Joy Smith

Founder and CEO, POWER

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Company Name _____

Contact Information

First: _____ Last : _____ Title: _____

Office Phone: _____ Cell Phone: _____ Fax: _____

E-mail: _____

Why do you want to Host a POWER Dinner? What are your overall goals?

Potential Dinner Topic: See list of potential topics below. You may also create your own topic.

- 1) _____
- 2) _____
- 3) _____

POTENTIAL POWER TOPIC

Arts & Entertainment*	Hospitality
Changing Careers	Insurance Brokers
Corporate Boards	International Business
Corporate Leadership	Law
The C-Suite	Marketing & Advertising
Education*	New Media
Entrepreneurs	Not-for-Profit*
Finance	Pharmaceuticals & Life Sciences
General Counsels	Philanthropy*
Health*	Politics
High Tech & Automotive	Real Estate
	Science & Technology*

**Note: POWER's experience is that these dinner topics have historically been more difficult to fill to capacity.*

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Dinner Topic Description

All Hosts must provide a Dinner Topic Description that is consistent with the POWER theme and that will provide an overall framework for the Dinner discussion. The Topic Description must not exceed three sentences. Below are some sample Topic Descriptions that have been used in the past.

Women in Corporate Leadership

- *Authentic Leadership: self-awareness—leading others—bottom line growth based on top line values*
- *Corporate Leadership in Tough Economic Times*
- *Creating and Leveraging Value in order to Achieve and Maximize Power and Success*

Women in Marketing & Advertising

The evolution of the marketing and advertising industry: Implications for personal and professional balance.

Women in Politics

Closing the leadership gap... Why are there fewer women in politics than men? How does this impact local and national communities? What can women do to encourage and support women in politics?

The Crossroads of Women in Business and Politics: What every business woman should know about the new political landscape.

Women in Power

Making it to the top doesn't always mean leaving your family and lifestyle behind. Influential women in their respective fields discuss their experiences of climbing the ladder in their careers--shattering glass ceilings along the way--while also maintaining their personal responsibilities at home and outside the workplace. Learn how these powerful women found balance in their lives and how you can too!

Women in Real Estate

Different paths to success in a competitive industry: The importance of mentors and networks

Women on Corporate Boards

How many women do boards need? And how do we get them there?

Proposed Dinner Topic Description



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Potential Host (s)

A maximum of **two women** may serve as a Host(s). The Host may select another Host within her company or an external partner.

Name, Title, Office Phone & E-mail:

- 1) _____
- 2) _____

Potential Dinner Speakers and/or Panelist(s)—a maximum of 3 people will actually serve on the panel

Name, Title, Company, Office Phone & E-mail:

- 1) _____
- 2) _____
- 3) _____
- 4) _____

Emerging Leader (s)*

POWER’s mission includes reaching women early in their careers--Manager, Director or VP level--to provide a unique opportunity to directly interact with women who are accomplished in her field. At least one Emerging Leader will be included in each POWER Dinner. She will participate either as a Host or Panelist.

**Note: An Emerging Leader is a professional woman under the age of 40 (preferably 35-40), and either in the Host Company pipeline or selected from outside the Host Company.*

Name, Title, Office Phone & E-mail:

- 1) _____
- 2) _____

The Power of Diversity

To appropriately reflect the women who attend POWER, all Dinner panels must include a woman of color . If the Host cannot identify a woman of color, POWER reserves the right to add a woman of color to the Panel.

Acknowledgement and Acceptance of these terms and conditions:

Signature: _____

Print Name: _____

Signature: _____

Print Name: _____

Please return application via e-mail: power@womensnetworkingcommunity.org or fax (312) 258-5600 no later than **April 13, 2012**. **Each participating Dinner Host(s) must sign this Application.**

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EXHIBIT A

TASK	RESPONSIBLE	DATE
Host Application Due to POWER	Host	April 13, 2012
Host Selection Announcement	POWER	April 27, 2012
Pre-Approved Dinner Venues Published	POWER	May 18, 2012
Dinner Topics and Panels Approved	POWER	May 18, 2012
Host Fee & logo due to POWER	Host	May 18, 2012
Program Information, Speaker Bios and Pictures due to POWER	Host	June 8, 2012
Registration Announced	POWER	July 30, 2012
Transportation Reservations Complete and Paid to Event Transportation Company	Host	August 28, 2012
Marketing Materials & Signage Approved by POWER	Host/Speaker	September 10, 2012
Host Registrant Information (Complimentary and Additional Paid) Due to POWER	Host	September 7, 2012
Host and Speaker Panel Preparation Conference Call	POWER	September 11-13, 2012
Print-Ready Dinner Brochure Sent to Hosts	POWER	September 20, 2012
Gifts for Attendees Due to POWER Shipping information to be announced	Host	September 20, 2012
POWER Registration Closed	POWER	September 24, 2012
List of Dinner Attendees to HOST	POWER	September 25, 2012
POWER Philadelphia 2012		September 27, 2012