

Transforming Conferences to Build Communities that Catalyze Change

Mary Ann Pierce, USA
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Sisters are Doin' for Themselves

[Aretha Franklin and Annie Lennox]



Tipping Point

- Great Transfer of Wealth: \$30T to women
- Dominated: Taylor Swift, Beyoncé & *Barbie*
- 80% of consumer purchases
- 39.1% women vs 36.6% men with college degrees

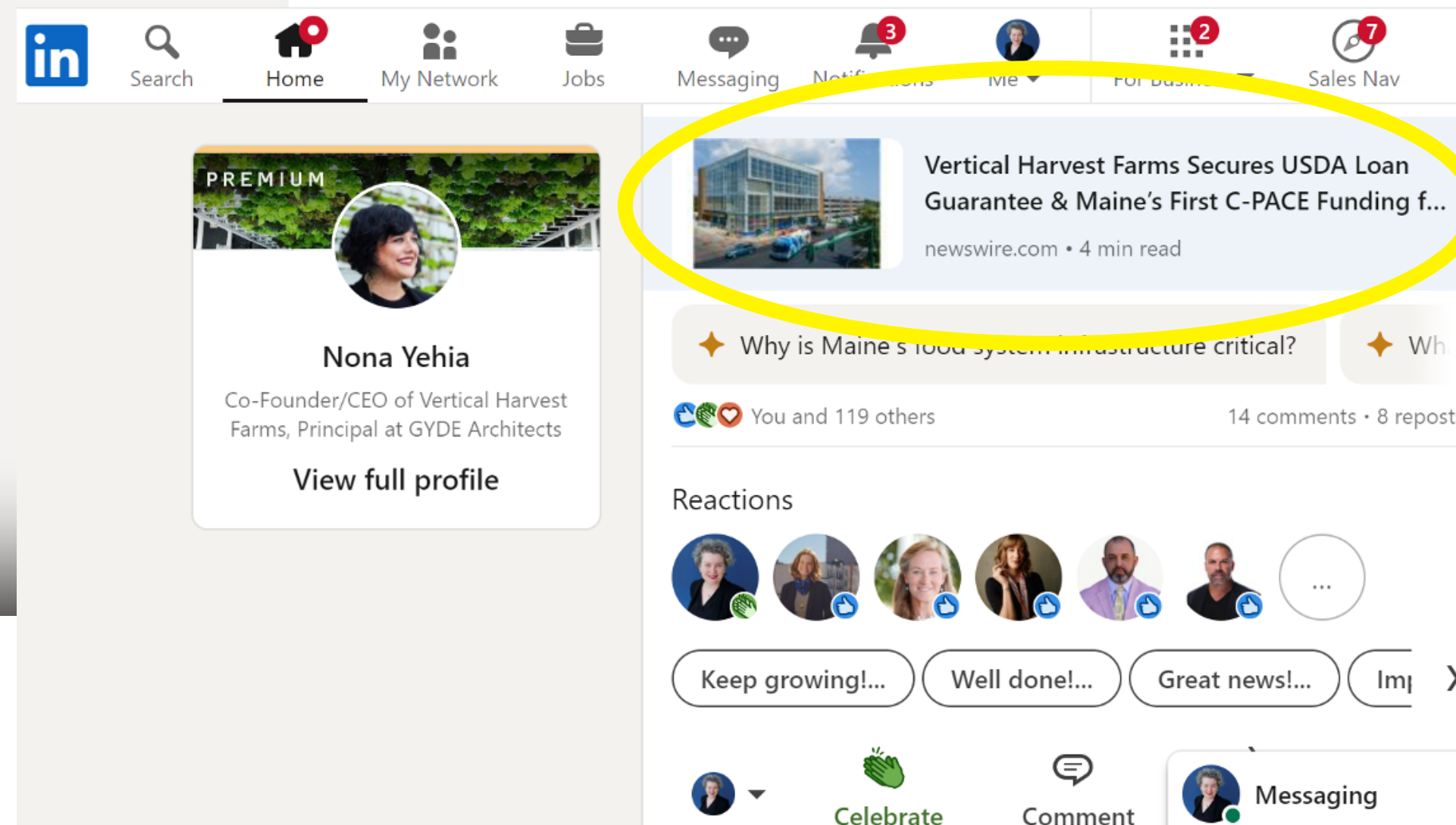
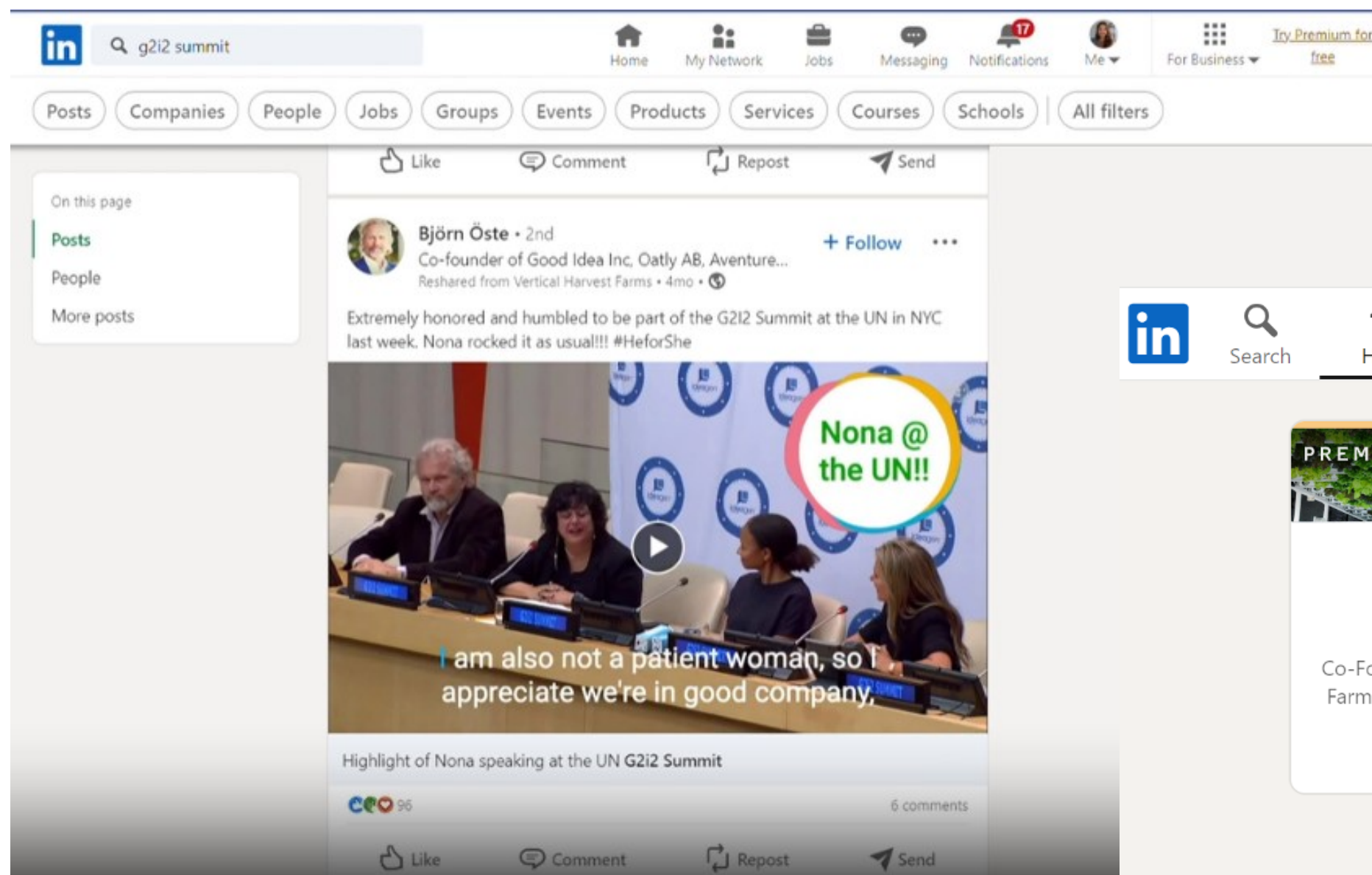
Now: “We, Sisters must Set the Agenda”

How: Video on Social Media



From G2i2 at the UN to \$59.5M

"The footage from the G2i2 Summit allowed us to amplify our story on socials, exposed our story to expanded networks on LinkedIn and help further elevate Nona as a Thought Leader in the space." Ally Gillman, Chief Community Officer



Transforming Conferences to Build Communities to Catalyze Change

Build
Communities

Have the Right Tools



<https://www.careernarratives.com/blog/ultimate-zoom-setup>

Zoom Workplace & Canva*

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Collaboration Tools Features Solutions Pricing

zoom Workplace Reimagine teamwork

Reimagine how your teams work with your AI-powered collaboration platform. Streamline communications, improve productivity, optimize in-person time, and increase employee engagement, all with Zoom Workplace. Fueled by AI Companion, included at no additional cost.*

[See pricing](#) [Contact sales](#)

Communication

Streamline communications with AI-powered tools that work together effortlessly

[Learn more](#)

- Meetings**
Bring teams together with video conferencing
- Team Chat**
Boost team collaboration with instant messaging, file sharing, and more
- Phone**
Modernize your business phone
- Mail & Calendar**
Stay on top of your daily emails and calendar events
- Scheduler**
Remove the hassle of traditional appointment scheduling

Productivity

Improve productivity with products that are built for modern work

[Learn more](#)

- Whiteboard**
Jumpstart creativity and brainstorming with virtual whiteboards
- Clips**
Keep teams informed and cut meeting time with video messages and screen recordings
- Notes**
Stay on top of important information and keep teams aligned by co-editing on notes
- Surveys**
Get the feedback you need when you need it with surveys and polls
- Docs**
Collaborate better with a customizable workspace for teams and personal use.

Spaces

Optimize office experiences and hybrid work collaboration with flexible workspace solutions

[Learn more](#)

- Rooms**
Make in-person and hybrid meetings more effective and inclusive
- Workspace Reservation**
Maximize office space with flexible workspace reservation that brings teams together
- Visitor Management**
Securely invite and register guests
- Digital Signage**
Keep employees informed with interactive content

Employee Engagement

Connect your entire workforce with enhanced employee experiences

[Learn more](#)

- Workvivo**
Increase employee engagement with a community-led internal comms platform

Apps & Integrations

Enable seamless experiences with your preferred business apps

- App Marketplace**
Explore thousands of apps that work with or within Zoom



*Melanie Perkins, founder & CEO. Worth \$3.5B

Storytelling

- Compelling Statement - Be bold
- Solutions vs. problems
- Structure
 - 3 points (only). Each with a sound bite
 - Use “You” “Ustedes” “Vous”
 - What is your promise: the benefit to the audience?
 - What is the ASK of your audience?



AI is Good

- [Giyst.io](https://giyst.io): Snippets, captions & languages
- [Riverside.fm](https://riverside.fm): Snippets with captions
- [Vidyo.ai](https://vidyo.ai): Edit with transcripts.
- [VideoGen.io](https://videogen.io): AI script, images and VO
- [There's an AI for That.com](https://theres-an-ai-for-that.com): AI galore
- [Openai.com](https://openai.com): All about the prompts



Thank you, Gracias



***Now, “Set the Agenda” with video
thought leadership & build your
community for change on the web.***

Mary Ann Pierce
map@mapdigital.com

