



2019 NDIA Leadership Conference

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Organizing and Executing Successful Events

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President

WID-Greater Boston Chapter



WID Greater Boston Chapter

- **Formed October 2017, 50 Founding members**
- **Currently at 105 members, serving greater Boston, NH and RI**
- **Members comprise leading defense organizations, research universities and military agencies, including but not limited to:**
 - Hanscom AFB, USMC, DCMA, Natick Soldier Systems
 - MITRE, MITLL, Draper, Battelle
 - Raytheon, UTC Aerospace, General Dynamics
 - Booz Allen, Other consulting firms
 - Small Businesses



WID GBC Events

- **Inaugural Luncheon: Bernadette Johnson, Chief Scientist DIUX**
- **Women's History Month: An evening with Congresswoman Niki Tsongas**
- **Navigating the Future of DoD: a Talk Dr. Melissa Flagg, Lead ARL Northeast**
- **Collaborating to Advance Defense Fabric Innovations & Manufacturing: Tracy Frost, Director, Office of the Secretary of Defense**
- **Empowering Women in Science & Engineering: Umass Dartmouth**
- **Breaking Down Barriers – Finding and Negotiating Flexibility in Your Career Raytheon & Society of Women Engineers**

Before Your Event

- **Strong Event Chair**
- **Leverage the Chairs on your board**
- **Get keynote speaker engaged early**
- **Start marketing as soon as possible**
- **Ask for volunteers from membership**
- **Host and Major sponsors upfront**
- **Host Sponsor is Key**
- **Provide staff to support**
- **Event Check List**
- **Budget check list who pays what**
- **Regular Meetings with the team up until the event make sure tasks are followed through**
- **Hosts help to recruit attendees (30% of hosts communities attend the events)**
- **Upfront agreement on costs who pays what**



During Your Event

- **Runners are needed for media, logistics, audio**
- **Key people need to arrive early**
- **Have designated people for jobs throughout the event**
 - Registration table workers
 - Id badges/Name tags
 - Catering contact
 - Chaperone for speaker

After Your Event

- **Follow Through - still plenty to do when the event is over**
- **Debrief after the event for Lessons Learned**
- **Survey to attendees**
- **Thank you letters to sponsors and speakers**
- **Closing out the event in a timely manner -
financials**



Questions?

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