

Detours & OnRamps™

MAY 4 | WALTHAM, MA
OCTOBER 25 | FAIRFAX, VA
INFORMATION: WWW.ONRAMPSFORUM.COM

ABOUT THE FORUM

The **Detours&OnRamps Forum** is a one-day conference designed to address the needs and issues of anyone balancing work and family.

Through networking, discussions with the companies leading the way in solutions, and expert panels the Detours&OnRamps Forum provides an opportunity for women to meet and become comfortable with their choices.

Our events are typically for 100-125 attendees. Detours&OnRamps is for **anyone who wants to make work, work for them**. Sessions address going back to work, or making a career work if you've never stepped "off-track"; attendees can benefit from return to work strategies, and those who are working gain from sessions on balance, financial strategies, and more.

Our attendees:

- Are college educated, many with an advanced degree.
- May be working and happy in their current jobs, but seeking strategies for balance and support
- Represent fields including law, consulting, accounting, medicine, marketing, HR, financial services, fashion, small business, management and more.
- Have taken an average of 2-3 years off and are looking to return to work within several months **OR** have taken no time off, but wish to have a career that allows them to balance family with meaningful work.
- Want the balance of helping to raise happy children while contributing strong talents and skills to an employer who can recognize and reward their contributions.

You are doing some great work and we were impressed with the caliber of candidate that your organization attracts.

Yvonne Rogers | Director, Diversity and Relationships
John Hancock

The Boston events were well organized and Meghan did a fantastic job bringing in insightful speakers and encouraging means for the attendees to network. Since participating in Detours&OnRamps, I have received several follow ups from attendees with kind comments and questions about business development.

Christine Koh | Founder

BostonMamas.com & PoshPeacock.com

WHY SPONSOR?

- Meet with and speak to a well-educated, well-qualified, and motivated group of job seekers in a cost effective venue
- Have your company identified with the issues of family-friendly workplaces and support for women's successful careers
- Position your company and products in front of women who make upwards of 85% of purchasing decisions for the home
- Gain from positive publicity generated from a supportive leadership position on this hot-button topic

DISPELLING MYTHS:

- Attendees are talented, motivated, and want meaningful careers...perhaps with flexible hours or non-traditional schedules
- This isn't a "mommy conference"—attendees may be mothers, or fathers, but they are discussing career and balance issues with a successful track record of strong careers supporting their forward momentum
- Sponsors have benefitted whether they are looking to hire, trying to provide solutions for current employees, or seeking publicity for a product/service

