



Taking
The
Lead...in The
Digital
Age



The 11th Annual
WITI's 2005 National Conference

Produced by WITI, the Leading Trade Association
for Professional, Tech-Savvy Women Worldwide

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Thursday & Friday
May 5 & 6, 2005

LAX HILTON, Los Angeles, California



WITI REACHES 2 MILLION!

We represent women in every industry, from large corporations and self-owned businesses. Join women from around the globe who share a passion for life, work and technology as we spend 2 days exploring our changing roles in the digital world.

CONFERENCE HIGHLIGHTS

Martha's Been Jailed, Carly's Gone: What Went Wrong or Are Women Just Getting the Blame?

Join a lively discussion led by Daphne Kis, Publisher Release 1.0, and VP Business Technology Programs CNET.

Margaret Heffernan, author of *The Naked Truth: A Working Woman's Manifesto on Business and What Really Matters*, will discuss how women can win in the workplace.

WITI Women Attitude: The results of the IDC and WITI sponsored research exploring women's attitudes toward technology will be announced. Robin Raskin, technology writer and spokesperson, will identify 5 tech trends that most influence women.

Hands-On WITI Tech Expo: The place where women and new products meet! An Expo showcasing the newest products for women's digital lifestyles, at home and at work. Hands-on sessions with products, demos, and walkthroughs.

Technology Track: Evolving trends in IT, the latest in wireless technology, new security technology and what it takes to be a successful female CIO.

Opportunity Expo: Explore the latest opportunities for tech-savvy women at companies like AT&T, Intel, Level 3, Raytheon, and more.

WHO ATTENDS WITI CONFERENCES?

C-Level Executives, CIOs and other IT Professionals, Software Developers, Programmers, Internet Content Developers, Coaches, Consultants, and Marketing, Diversity, & HR Professionals in all sectors who consider technology central to their professions, organizations, businesses and careers.

Hundreds of professional women will convene at WITI's National Conference – and you need to be there for the connections, information and resources designed to help you move out of the challenges and help you move forward smarter and faster.

Founded in 1989, WITI is the leading Global Trade Association for professional, tech-savvy women. With a reach of over 2 million constituents, WITI is your resource for information and connections to a well-educated, talented group of women who are the buyers and decision makers at their companies, organizations and homes.



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FOUR SOLID REASONS TO REGISTER FOR THE WITI NATIONAL CONFERENCE:

1. Learn which technology tools can help you work faster and smarter.
2. Experience "aha" moments significant enough to help you more effectively overcome challenges that stand in your way of getting what you want.
3. Build relationships with others committed to helping you achieve your dreams and objectives.
4. Connect with tech-savvy women who are the purchase influencers at home and at work.

Featured Speakers Include:

- > Karenann Terrell, Vice President & CIO of the Chrysler Group and Mercedes Benz North America (MBNA) of Daimler Chrysler
- > Genevieve Bell, Cultural Anthropologist, Researcher (how women use technology), Intel Corporation
- > Robin Raskin, The Internet Mom and High Tech Guru
- > Barbara Annis, Internationally Renown Corporate Trainer, Author Same Words Different Language
- > Margaret Heffernan, Fast Company, Author, The Naked Truth
- > Marcia Wieder, As seen on Oprah, America's Dream Coach and Author of Making Your Dreams Come True

Register Now! (or for more info visit)

www.witi.com/nationalconference

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