



Inaugural POWER Beijing  
March 28, 2013  
Grand Hyatt Beijing  
Oriental Plaza  
People's Republic of China

**POWER**  
OPENING DOORS FOR WOMEN®

Feel the **POWER**® when you join us as a sponsor for this premier professional development program.

---

## MISSION

**POWER:** Opening Doors for Women® promotes and develops women leaders. We accomplish this goal by providing a unique opportunity for senior-level and some high potential leaders. Expatriates and Chinese locals will join women from the United States in the inaugural Beijing program to exchange ideas with thought leaders, industry experts and their peers.

## HISTORY

**POWER:** Opening Doors for Women celebrates ten years of convening senior-level and high potential women for an impactful, three-part program. Since its inception in 2004, POWER has garnered support from multinational corporations, civic and women's organizations. More than 7,000 leaders have participated in POWER across four U.S. markets – Chicago, Atlanta, Detroit and Philadelphia. On March 28, 2013, POWER: Opening Doors for Women® will launch the first international program in Beijing.

## CONCEPT

**POWER:** Opening Doors for Women® is a high-level, three-part program that consists of interactive workshops, a general reception, and executive panel dinners. Participants have their choice of workshops and executive panel discussions that are scheduled over dinner.

## WORKSHOPS

**POWER:** Opening Doors for Women® workshops are interactive sessions facilitated by a thought leader on a specific topic. These workshops provide participants with an opportunity for focused learning on topics related to professional development. Participants can choose from a variety of topics that cater to their interests. See chart on page 4 for potential themes.

## EXECUTIVE PANEL DINNERS

**POWER:** Opening Doors for Women® executive panels include senior-level speakers and a well respected thought leader to provide the framework for an engaging conversation with diverse attendees.

CONFIRMED  
SPEAKERS INCLUDE:



**Lei Zhang Schlitz**  
Group President,  
Global Refrigeration &  
Weigh/Wrap Businesses  
and Food Equipment  
ITW, China



**Gail Evans**  
Former Executive  
Vice President, CNN  
and Author,  
*Play Like A Man, Win  
Like A Woman* and  
*She Wins You Win*

## Program Agenda

### **Grand Hyatt Beijing** **Thursday, March 28, 2013**

- 3:00 pm - 4:30 pm  
Workshops
  - 4:30 pm - 6:30 pm  
General Reception with Panel Discussion
  - 7:00 pm - 9:00 pm  
Executive Panel Dinners
- 

## Past POWER Speakers

- Michelle Obama**  
*First Lady of the United States*
- Patricia Curran**  
*Former Executive Vice President, Walmart*
- Jean Chatzky**  
*Financial Editor, Today Show, NBC*
- Carla A. Harris**  
*Managing Director, Morgan Stanley*
- Sue Ling Gin**  
*Founder & CEO, Flying Food Group*
- Gloria Santona**  
*Executive Vice President, General Counsel  
& Secretary, McDonald's Corporation*
- Charisse Lillie**  
*Vice President of Community Investment  
of Comcast Corporation &  
President of the Comcast Foundation*
- Heather Pacquette**  
*Partner, KPMG*
- Deborah DeHaas**  
*Chief Inclusion Officer, Deloitte LLP*

# What They Are Saying – Past Sponsors, Hosts & Speakers

“POWER enables lifetime connections, subtle tidbits of knowledge, and “Ah Ha” moments that come from being with so many diverse leaders ... It is one of those ‘not to be missed’ annual events that should be on everyone’s calendar!”

Elva Bankins Baxter, OI Partners

---

“Although a one day event, POWER provides a lifetime of potential. As a participant, speaker or host since 2007, I can testify to the extraordinary, inspiring and empowering ability of POWER to shape careers, touch hearts, and forge lasting connections for women leaders around the globe.”

Jing Zhao Cesarone, CEO of ChinaWise

---

“We’ve supported POWER from its start in Philadelphia and continue to be tremendously pleased with our partnership ... It is a jam-packed, comprehensive and effective evening.”

Mellanie Lassiter, PECO (Sponsor Perspective)

---

“I attended POWER Chicago last year and was thrilled to find a venue where women shared their successes and encouraged one another to break through various barriers. A truly inspiring experience!”

Jennifer Hou Kwong, President of MoraQuest LLC

---

## POTENTIAL EXECUTIVE PANEL TOPICS:

Corporate Leadership

Entrepreneurs

High Tech & Automotive

Pharmaceuticals & Life Sciences

Science & Technology

## POTENTIAL WORKSHOPS:

Brand Yourself for Success

Taking Your Career Global

Social Media: Relationship  
Marketing in a New Economy

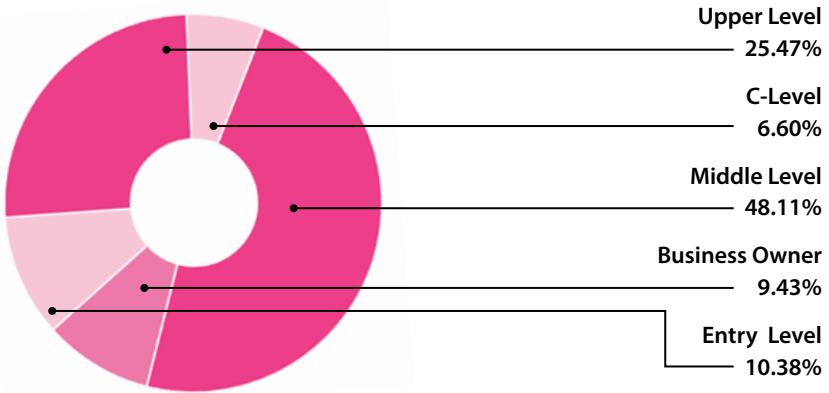
The Art and Science of  
Working a Room:  
A Networking Strategy

# Our Demographics – The Numbers Add Up

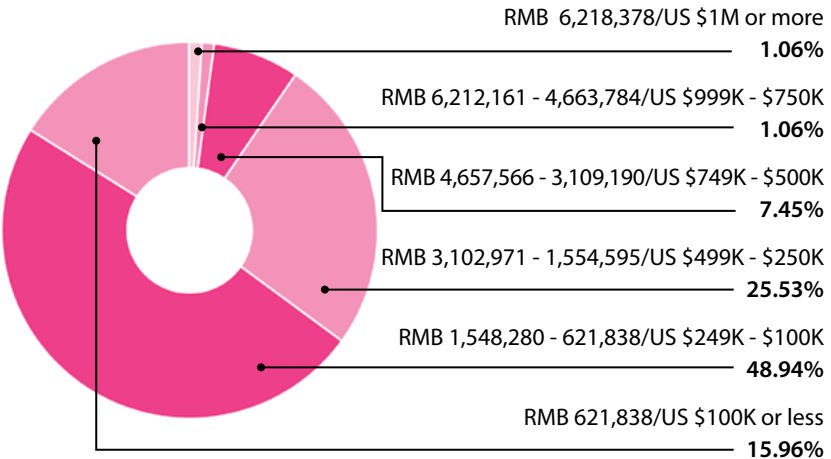
**POWER:** Opening Doors for Women® attracts a diverse group of women leaders and decision makers to participate in the program. See below for demographics representative of our attendees, sponsors and speakers:

\* Demographics provided by KPMG. For a complete look at our demographics, visit our website: [womensnetworkingcommunity.org](http://womensnetworkingcommunity.org).

## PARTICIPANT CAREER LEVEL



## ANNUAL PARTICIPANT INCOME



# Leadership Opportunities

A POWER leadership opportunity ensures that your company is included on our website and select marketing materials. Those who participate in this opportunity will also receive a number of reserved tickets (according to level of involvement) to the executive panel dinner(s) of their choice. Visit our website [womensnetworkingcommunity.org](http://womensnetworkingcommunity.org) for additional information.

---

## CORPORATE SPONSOR

- Executive: (RMB 315,000/US \$50,000)
  - Gold: (RMB 157,000/US \$25,000)
  - Silver: (RMB 94,000/US \$15,000)
- 

## CORPORATE PARTNER

- Partner: (RMB 47,000/US \$7,500)
- 

## EXECUTIVE PANEL HOST

Hosting an executive panel dinner is a great opportunity to bring together influential women for a meaningful discourse on leadership. The cost includes a Host Fee of RMB 12,600 (\$2,000), in addition to the actual cost of the dinner (payable directly to the Grand Hyatt Beijing).

POWER has secured space at the Grand Hyatt Beijing for dinner hosts. To provide a quality dinner experience for approximately 35-40 attendees, the minimum dinner budget is estimated to be RMB 37,800 (\$6,000).

- Host Fee: (RMB 12,600/ US \$2,000)
  - Dinner: (RMB 25,200/ US \$4,000) Approximately
  - Total: (RMB 37,800/ US \$6,000)
- 

## INDIVIDUAL

- Workshop & General Reception with Panel Discussion:  
(RMB 1557/US \$250 )
- Workshop, General Reception with Panel Discussion  
& Executive Panel Dinner:  
(RMB 2024/ US \$325)

## About the Founder

Deirdre Joy Smith is the founder, president and visionary behind **POWER: Opening Doors for Women**®. She has received numerous awards including the Chicago Foundation for Women Impact Award; the “Women on the Rise” Award; and the “Women Making History” Award. Smith has been featured in Xinhua News Corporation; Who’s Who in Black Chicago; Today’s Chicago Woman magazine; Reuters; The Chicago Tribune; and Comcast Newsmakers, which airs on CNN, among other media outlets.



Prior to founding POWER, Smith was the Midwest Finance Director for the Democratic National Committee. She subsequently became principal of DJS Consulting LLC, a political and nonprofit fundraising firm. Smith has lived and worked abroad in the Netherlands and Turkey. Her career has included domestic and international trade experience at the U.S. Department of Commerce in Washington D.C. She has also worked with Women in International Security, a nonprofit organization at the University of Maryland’s Center for International and Security Affairs.

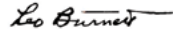
Smith currently serves on the advisory board for the Illinois Small Business Development Corporation, Joseph Business Center. She is also a Visionary Delegate for Vision 2020, a national initiative developed by the Institute for Women’s Health and Leadership at Drexel University to advance women’s economic and social equality through collaborations with affiliated organizations and members in 50 states. Smith is a former board and executive committee member for both the Chicago Foundation for Women and Athena International.

In 2011, Smith graduated from KPMG’s Executive Leadership Institute for Women, a program for senior level executives. Smith received a Bachelor of Science from Purdue University and has studied at the London School of Economics and Obirin University in Machida, Japan.

**POWER**  
OPENING DOORS FOR WOMEN®

# U.S. Current and Past Sponsors

As a POWER® sponsor, your company will be recognized as an organization dedicated to promoting and developing women leaders. We value our past and current U.S. sponsors. Add your name to our growing list of supporters.



POWER: Opening Doors for Women®

233 S. Wacker Drive, Suite 6600 · Chicago, IL 60606

Ph: 312.285.4585 Fx: 312.285.5600 [power@womensnetworkingcommunity.org](mailto:power@womensnetworkingcommunity.org)

[womensnetworkingcommunity.org](http://womensnetworkingcommunity.org)