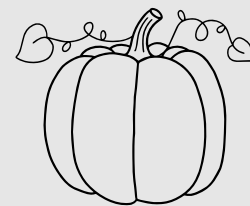


WOMEN OF ISENBERG

FALL NEWSLETTER



Happy November, Women of Isenberg (Wol) Conference Community!
We hope you've been enjoying the season of Pumpkin Spice Lattes,
apple picking, and kicking around fallen leaves!

In this issue of the Wol Newsletter, we are going to announce some very
exciting news (keep reading to find out more)!

And in case you missed it! The 2024 Women of Isenberg Conference
date has been set! Mark your calendars!

WOI CONFERENCE SAVE THE DATE

02

MONTH

10

DAY

24

YEAR

REGISTRATION

If saving the date isn't exciting enough, registration for the 2024 Conference is now open! Get your tickets now to take advantage of the early bird pricing of \$15! After December 1st, ticket prices will increase to \$25! Tickets will sell out quickly, so be sure to register early to reserve your spot! The link to register is on our website!

To continue our Diversity and Inclusion initiatives, thanks to a group of generous alumni, we are offering a limited number of ticket waivers for those who are interested in attending the conference but may need financial assistance. The ticket waiver will cover the cost of admittance to the 2024 Wol Conference, please apply using the link on our website!

www.womenofisenberg.com

2024 KEYNOTE SPEAKER

SHACHAR GILLAT SCOTT



Over the last two decades, Shachar has helped to build and scale global brands, including Meta Reality Labs, Bumble, Snapchat, and Apple.

After graduating from the University of Massachusetts at Amherst, Shachar turned to women's politics, and helped to legalize emergency contraception through Planned Parenthood. That led her to develop the brand for the century-old women's organization, National Council of Jewish Women (NCJW), the group responsible for Head Start, Meals on Wheels, and Benchmark - preserving the Pro-Choice Bench.

From there, she went to Columbia University in New York, where she led marketing and communication for student services while getting her Master of Science in Strategic Communications. She spent six years leading digital and marketing strategy at several media and creative companies in New York, including Digitas, Deep Focus, and StrawberryFrog.

In 2011, Shachar was recruited by Apple Inc. to lead market development strategy for Apple's digital advertising platform. She left Apple in 2014 to become a Managing Director at a venture and creative capital firm, West, where she ran the company's portfolio in New York before joining Snap Inc in 2017 to lead Global Brand Marketing. During her time at Snap, she defined the role that marketing plays in driving growth and revenue for the company.

At the end of 2020, she joined Bumble as Vice President of Global Marketing, overseeing brand marketing, product marketing, community marketing, brand partnerships, and their expansion into 150 markets.

At the end of 2021, she joined Meta's Reality Labs as Senior Director of Global Integrated Marcom to lead the Centers of Excellence team, including: international marketing, digital marketing, creative + design, media, production and operations.

Stay tuned for what we have in place on the day of the conference for Shachar to share her life journey and advice with us.

CLUB COLLABORATIONS

These past few months have been exciting for Wol! Not only did we start our search for our Student Ambassadors and Community Council, students who support the building and happenings of the conference, we also began fostering new and old relationships with other Isenberg student groups. These relationships are imperative to the Wol mission, as we believe in the constant networking opportunities that not only arise on the day of the conference, but those that last beyond.

On October 10th, Wol collaborated with Isenberg Marketing Club to put on an event that showcased the variety of internships held by executive board members from both organizations. The collaboration consisted of a panel discussion of 7 members, all of whom had unique internship experiences this past summer. The panel gave amazing advice on their secrets for success in interviews, how any experience is a good one, and how to make the most of an internship! Some key takeaways from the discussion include:

Interviewing

- Keeping sticky notes around your computer with your experiences, key terms from the job description, and words of encouragement during an interview to calm your nerves and be prepared
- Remember to smile during interviews! Recruiters aren't looking for perfection, they are looking for humans. They want to hire someone who will add to the company culture, and the best way to do that is to be yourself. This leads into another point of being more than your resume: showcase your personality!

Interning/Working

- Networking is the best way to boost your career, so make it a point to meet as many people as you can during your internship. This also holds true while at UMass - in class, a club meeting, social events or a career fair.
- Don't be afraid to ask questions! Your internship is a way to learn and the best way to learn is to ask questions.
- Any internship, or for that matter job experience, is a learning experience! Sometimes we convince ourselves that we need a corporate internship in order to be successful, but realize the experiences that teach us the most are the ones we least expect. For example, working in customer service or the food/retail industry teaches you patience and how to handle yourself in difficult situations. Working with kids teaches you conflict resolution and challenges you to learn to communicate with different audiences. Take the experience for what it is, because you'll learn more if you have an open mind!
- It's okay to be nervous when you first begin your internship or a new experience along the way that you are not accustomed to! Find a way to calm yourself down, whether that be meditating, listening to a hype song, or taking a walk. Find a way to ease yourself when stressed, so that you can handle anything that comes your way!

MARKETING CAMPAIGN

In other exciting news, the Women of Isenberg planning committee has finalized their marketing campaign! Introducing:



Your Women of Isenberg (WoI) Journey

The Women of Isenberg Conference has always had a goal to bring people together, foster relationships, and allow individuals to grow both personally and professionally. This growth, however, happens differently for everyone. For this year's conference, we are celebrating everyone's individual journey: whether that be attending to boost their career, networking with like-minded individuals, or challenging themselves to go outside their comfort zone and establish new relationships with new people. While the WoI planning committee continues their journey of planning the conference, we celebrate the journey that all our attendees and supporters are on, and want everyone to share their journeys along the way - pre, during, and post conference! It's all about building a new community and learning from that community.

ENTERING
THE W WOI
CONFERENCE



Stay tuned for the teaser video, which will be posted on our social media very shortly!

FALL FUN FACTS

The season, autumn, is often called fall simply because leaves fall from trees [according to [Britannica](#)]. The United States of America and Canada use the term fall, while most other countries use the term autumn.

Halloween has roots in a Celtic tradition, of which people wore costumes and carved out Jack-O-Lanterns to ward off ghosts and evil spirits near the end of summer, to welcome the harvest [according to the [Library of Congress Blogs](#)]. So, when you saw people dressed up for Halloween last weekend, people used to do this to avoid being terrorized by the evil spirits.

CONCLUSION

We hope you enjoyed the second issue of the 2024 Women of Isenberg Conference newsletter! We are so excited about what we have planned thus far and can't wait to share our progress with you. We promise a great day of content, networking, and bringing our community closer together.

Stay tuned for our next newsletter which will include many more details about the 2024 Women of Isenberg Conference!



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