

CONVINCE YOUR BOSS:

THE BENEFITS OF ATTENDING THE ATHENA PACK SUMMIT

We're so excited that your employee is interested in attending Athena Pack! This two-day conference in Bozeman, Montana offers women from across the Rocky Mountain West world-class opportunities for professional development, networking, skill-building and personal growth.

This conference empowers women to make big, positive impacts in their community and their workplace. On par with the caliber of TedWomen, Forbes' Women's Summit, Athena is much more intimate and authentic—and at just \$750, it's a much more cost-effective way for an organization or business to earn immediate results from the women they send.

At Athena, women leaders learn from one another and collaborate on how to close the pay gap, the leadership gap, and the investment gap between women and men.

[Data from Leanin.org and McKinsey](#) show that the benefits of closing these gaps would ripple far and wide—it could cut the poverty rate in half and inject over \$500 billion into the U.S. economy.

We commit to delivering these valuable skills for all participants at Athena:

- Leadership Training
- Communications Training
- Civic engagement Training
- Financial and Negotiations Training
- Access to “Wise Council” from a power network of connected women, which can be leveraged long after the conference ends.

If anyone on your team has questions or would like to further discuss the benefits of sending someone to Athena, please reach out at theathenapack@gmail.com.

Thank you for your interest, and we hope you'll join the Athena Pack!

Best,

Kim Shappee
Founder & Chief Shine Officer
The Athena Pack



www.theathenapack.com