



Impact REPORT



The **Connected Health Weekend**, hosted by **Nicolette Lazarus**, COO and founder of *Womanship*, in collaboration with *Suzanne Rethans* from podcast **We Zijn Toch Niet Gek** and Penny Pijnenburg marked a **pivotal moment** for the platform's growth and community engagement.

This transformative event with +470 attendees featured over 80 speakers, including Louise Newson, a renowned menopause doctor, published author, and social media influencer with over 730,000 followers. Discussions spanned **various critical topics** related to Menopause, Ageing, and Wisdom. This fostered **honest discussions** over 2 ½ days that allowed knowledge to be shared and women to **connect empathetically**.

Furthermore, the event demonstrated **significant digital impact** across **multiple channels**; thus, Instagram and LinkedIn analytics will be explored to dive into the profound impact on **follower acquisition** and **overall brand visibility**.



14TH NOVEMBER, 2025



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Introduction



400 WOMEN IN ONE SPACE. Different disciplines, life stages, and identities all **intertwined** in one building – a special place for women to listen to advice, but also to emotionally connect and learn **with each other**. Centred around some of Womanship's **core pillars** (such as Menopause, Finance, Ageing, and Emotional Well-being), our speakers wove science, lived experiences, and healing practices to **reclaim voices and narratives**.

This event was not a one-time experience. It **embodies** the **goals** and **identity** of *Womanship*: turning the issues we worry about into **open dialogues**. In bringing 400 women together, we **disrupted isolation and entrenched societal issues**, and created **momentum** for deeper self-care, shared wisdom, and collective healing.

Womanship isn't just a digital hub: it's a **movement**. A safe space built with you, for you, where intimate conversations, expert insight, and community wisdom connect to help make **taboo discussions normalised**.



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WOMANSHIP



BIG P - PURPOSE/STRATEGIC INTENT ALTRUISM

The platform aims to create a **safe space** where woman **share their worries** without judgement. By fostering open conversations about topics like health, aging, and loss, Womanship seeks to empower women through community and shared conversations.

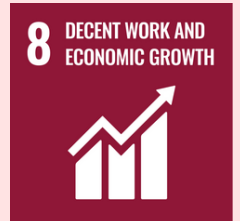
WHY DO
WE DO
IT?

SMALL P - PURPOSE/STRATEGIC INTENT LOVER

The Lover archetype emphasises connection, empathy, and nurturing relationships. *Womanship* and Nicolette Lazarus embodies this through commitment to creating **safe spaces** for women to connect, share, and support each other. The platform practices its purpose through creating **deep connections among its members**.

HOW
DO WE
DO IT?

SDG GOALS WOMANSHIP TACKLES



Womanship tackles important SDG Goals, such as Gender Equality and Reduced Inequalities – These goals are the future. Therefore, it is important that *Womanship* addresses these goals to help create a better, sustainable, and ethical future

TREACY + WIERSEMA

DEEP DIVE:

According to **Treacy and Wiersma's** values discipline framework, companies can achieve market leadership by excelling in Operational excellence, Product Leadership, or Customer Intimacy. *Womanship* clearly aligns with **Customer Intimacy** as it prioritises deep understanding of customer needs and **highly-personalised experiences**. The platform focuses on fostering empathetic connections, offering tailored guidance, and creating a sense of belonging; this reflects a commitment to truly understanding its members.

The alignment between the **Big P** and **Small P** archetypes, and the **Customer Intimacy** discipline all connect to produce the vision of *Womanship*. The altruism purpose (Big P) drives the company's intent to serve its community with care, while the Lover practice (Small P) shapes the way these interactions are created (in the case of *Womanship*, it is through emotional intelligence and genuine connection). This combination enables *Womanship* to build trust, understand the experiences of each member, and deliver a personal experience; **this is the essence of Customer Intimacy**.



By integrating the Big P/Small P archetypes with Customer Intimacy, *Womanship* not only fulfils its mission of supporting women but also establishes a sustainable competitive advantage grounded in authentic relationships and deep understanding of its community.



Connected Health Weekend

SPONSORS



PARTNERS



SPEAKERS

The *Connected Health Weekend* featured over **80 speakers** and held over **65 sessions** that were designed to **create conversations** and **raise awareness** for (peri)menopause and hormones. Notable Speakers included Louise Newson, Amanda MacRae, Suzanne Rethans, and Deyo Famuboni, who shared **informative** yet **personal wisdom** that resonated with each of the attendees.





Connected Health Weekend:

Friday - Vi Health HR Session



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On the first afternoon of the event, Vi Health – one of the event sponsors – hosted a gathering in collaboration with the Connected Health Weekend as part of their sponsorship package. The session brought together HR leaders, professionals, and experts to explore a crucial question: **What is the role of HR in making the transition a topic of discussion?**

With a keynote from internationally recognised physician and bestselling author Dr Louise Newson, the event centred on an honest and strategic dialogue about menopause in the workplace. Opening with the reminder, **“We didn’t juggle all the balls just to drop our careers now,”** Dr Newson shared the latest insights, followed by a panel discussion with Dutch and international specialists on menopause at work, the new NVAB guideline “Transition and Work,” and its practical implications for employers.

The session highlighted how organisations can play a vital role in normalising these conversations, fostering compassion, and creating inclusive policies that support women through every stage of their lives. By bridging personal experience with organisational strategy, it helped shape a new standard of wellbeing in the workforce – one rooted in openness and empathy.

“This isn’t a women’s issue. It’s a workplace issue — and we’ve ignored it for far too long.” *Attendee*



Why Women’s Health at Work Matters

- **59%** of women take time off due to hormonal symptoms
- **18%** are absent more than 8 weeks
- **50%** leave work early
- **21%** pass up a promotion
- **19%** reduce hours
- **12%** resign
- **90%** of organisations have no menopause policy





Connected Health Weekend

Deep Dive: *Connected Health Weekend* through **Aaker's Brandy Equity Model** (1991)



EVENT SALIANCE/AWARENESS

WHAT WORKED WELL:

- Attendees exceeded (**470+ participants**), showcasing that there was **high Salience** and **brand awareness** was high.
- Visibility spiked across all channels – impressions rose **207% on LinkedIn**, and **member grew 33.6%**
- Speaker Line up (eg. Louise Newson) **provided instant credibility**
- The event name "*Connected Health Weekend*" captured both purpose and emotion; easy to remember and repeat.



BRAND ASSOCIATIONS (FUNCTIONAL + EMOTIONAL)

WHAT WORKED WELL:

- The event looked and **felt** like **Womanship**: warm tones, inclusive space, and real conversations
- Attendees and speakers described the weekend as "**authentic**" and "**transformative**"
- Sponsors were thoughtfully chosen (Equals Amsterdam, health brands), aligning with Womanship's **ethos of integrity and care**.
- Womanship** succeeded by matching what it **promised online** with what it really delivered; a rare strength in brand experience.

PERCIEVED QUALITY

WHAT WORKED WELL:

- Expert speakers created balance between information and connection
- Venue quality (*Equals*) with high-quality catering
- Attendees "**left lighter**". This demonstrates **perceived emotional value**, not just educational benefit
- Sponsors expressed **satisfaction** with the event, speakers, and the emotional connections that they created through this journey.
- Professionals mentioned how this event helped them **gain more customers**



BRAND LOYALTY/ADVOCACY

WHAT WORKED WELL:

- Membership** rose **33.6%** following the event. This **reveals strong loyalty and conversion**.
- Community dialogue** remained high on LinkedIn and Instagram weeks later
- Anecdotes from attendees show emotional attachment: "*still buzzing from energy weeks later.*"
- Speakers re-shared posts, expanding organic reach. Many participants joined the digital platform. This is proof of **effective conversion funnel**.



BRAND EQUITY

BRAND
AWARENESS

PERCIEVED
QUALITY

BRAND
ASSOCIATION

BRAND
LOYALTY





Methodology



VISION

We envision a world where women don't navigate life's transitions in silence, but with **openness** and **community**. A world where our challenges are not siloed; where our emotions, careers, relationships, and ageing are not seen as issues or limitations. The *Connected Health Weekend* became a **safe space**: for women to learn and feel heard.



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DATA COLLECTION

To assess the impact of the *Connected Health Weekend*, we analysed different engagement metrics across our various social media channels, including **LinkedIn** and **Instagram**, as well as our membership platform.

By examining these different metrics, such as conversion rates and impressions, we were able to understand **how the event influenced audience engagement** and, most importantly, how it transformed visitors into new members.

This report focuses on the main event days, Saturday and Sunday, and does not include the promotional impact of the Vi Health Friday HR event.



MISSION

Our goal was to create genuine **connections** through immersive experiences that brought *Womanship's* core themes to life. We wanted every participant to leave heard, confident, and understood.

To achieve this, we curated a balanced program that combined expert-led talks, lived-story panels, and workshops. Structured around themes of **hormones, (peri)menopause, and emotional wellbeing**, the event was designed so that every woman felt represented.

This experience extended beyond the weekend through deep integration within the *Womanship platform*: follow-up videos and posts, community connections, and resource sharing.

In addition, a clear values framework was implemented in every aspect of the event to ensure that safety and authenticity were respected.

RESEARCH TOOLS

We have utilised a combination of **analytics** and **platform insights** to assess the event's digital impact. LinkedIn and Instagram analytics provided key data on **impressions** and **post reach**, helping to assess how the event influenced *Womanship's* audience awareness and online visibility. Additionally, analytics from the *Womanship* platform offered deeper insights into **member growth**, new sign-ups, and community interactions.

Together, these tools created a clear picture of the **impact** of the *Connected Health Weekend*.

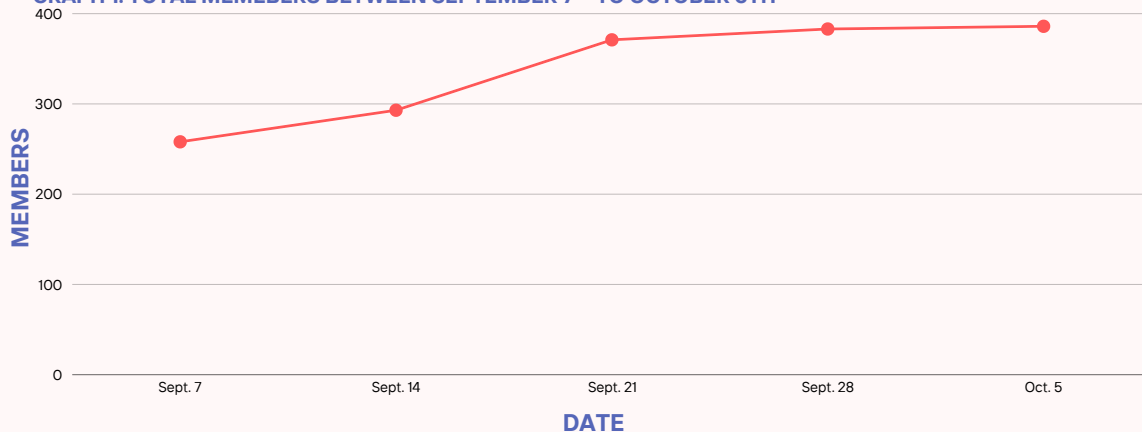




Platform Analytics



GRAPH 1: TOTAL MEMEBERS BETWEEN SEPTEMBER 7TH TO OCTOBER 5TH



The total member count shows consistent growth throughout the summer, followed by a **dramatic increase** in late September and early October. This clearly coincides with **The Connected Health Weekend**. Membership for the Womanship platform climbed from around 220 in early September to over 350 by the beginning of

October, indicating that the event played a pivotal role in **accelerating community growth** (an **increase of 130 members** in less than a month). This jump reflects both increased visibility from the event and a **successful conversion** of attendees into long-term members.

TOTAL GROWTH RATE

$$\frac{386 - 289}{289} \times 100 = 97/289 \times 100 = \mathbf{33.6\%}$$

Total membership grew by **33.6%** over this 4 week period

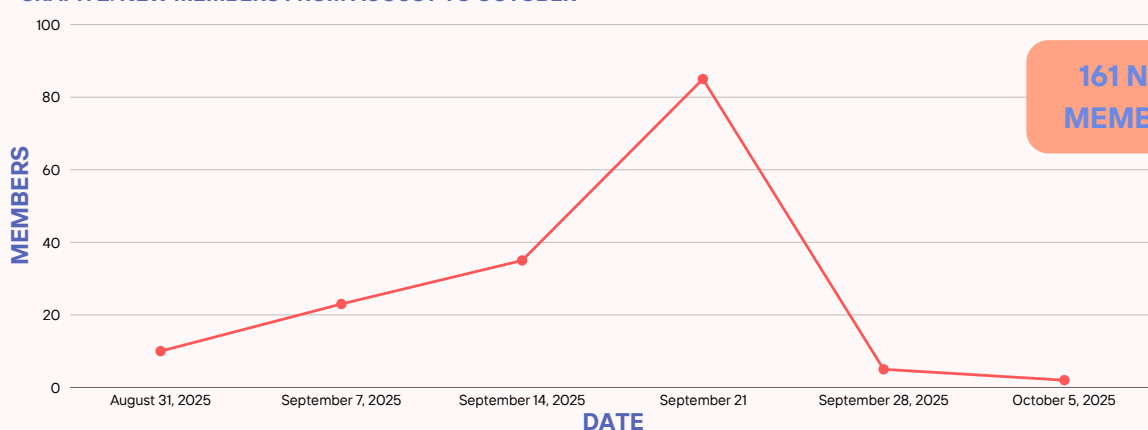
WEEKLY GROWTH RATE

$$\left(\frac{386}{289} \right) - 1 \times 100 = \mathbf{7.4\%}$$

Average Weekly Growth Rate = about **7.4%**

Over the 4-week period, total membership increased from 289 to 386, representing a **33.6%** total growth. On average, the community **grew** by approximately **7.4% per week**, highlighting steady **weekly engagement**.

GRAPH 2: NEW MEMBERS FROM AUGUST TO OCTOBER



161 NEW MEMBERS

New member data reinforces the **event's impact**. While growth was sturdy throughout July and August, there was a **steep surge** in new sign-ups during late September, peaking around **85 new members in a single day: the highest point on record**. This surge aligns directly with *The Connected Health Weekend*, suggesting that the event's networking opportunities

effectively attracted new individuals to join *Womanship*. Although new signups dipped after the event, the membership base **remains significantly larger**, revealing lasting benefits from the event. It should be noted that within the timeframe of August 31st - October 5th, **161 new members** signed up for the platform.

LinkedIn Analytics

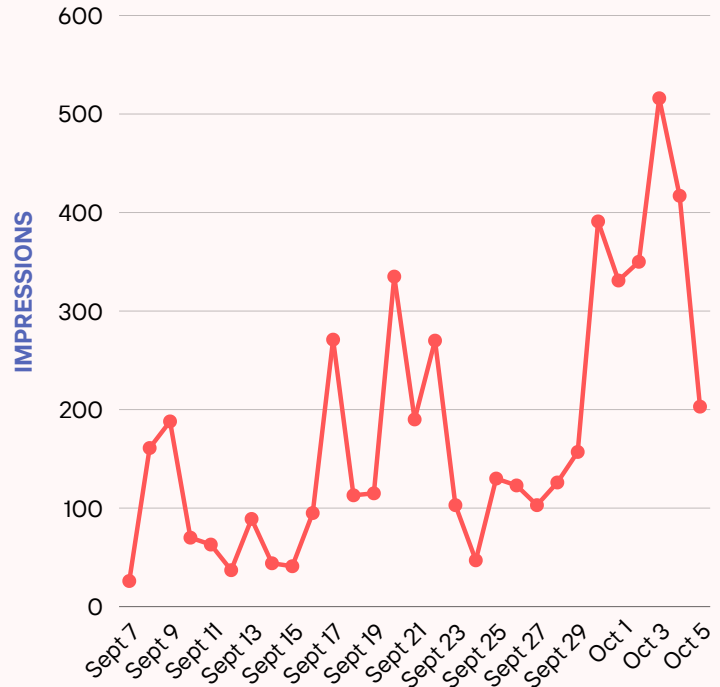
The LinkedIn performance analytics reveal a **significant increase** in both **engagement** and **visibility** after the *Connected Health Weekend*. Over this analysed period, impressions surged by an **impressive 207.1%**, reaching 5,310 (Table). This underscores a significant expansion in brand visibility as well as audience reach across the platform. Furthermore, audience interaction demonstrated even more growth, with reactions increasing by 447.7%, comments up 1,500%, and reports shared by 255.6%. This upward trend reflects increased **content exposure**, as well as a **meaningful boost** in community engagement. Collectively, these results highlight how the *Connected Health Weekend* effectively amplified Womanship's **brand presence**, expanded its **digital footprint**, and reinforced its position as a **thought leader** and **innovator** in the health industry and women's empowerment space.

FOLLOWERS

Figure 2 reveals that during the event, we observe a huge **jump in followers per day, rising to 8,52**. This possibly signals a **clear upward trajectory** between the impact of the event and the conversion of audience members into followers. Post-event, engagement levels remained **elevated**, peaking at 13 on October 30, 10 on October 1, and sustained consistent daily activity (6, 5). This trend showcases the event's success in driving **new awareness** and reactions in **real time**. More importantly, the continued engagement demonstrates **lasting impact**, indicating that the conversions and experiences generated during the **event resonated and sparked long-term impressions**.

Moving forward, this serves as evidence that strategically timed events can generate new and sustained engagement. To **continue this momentum**, we aim to repost, continue follow-ups, and spotlight articles to further extend this reach.

GRAPH 3: THE AMOUNT OF IMPRESSIONS PER DAY BETWEEN SEPTEMBER 7TH AND OCTOBER 5TH



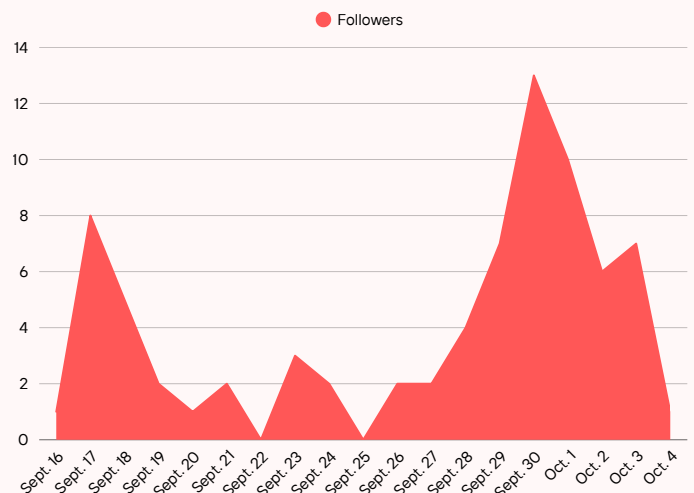
Profile View Highlights

5,310
Impressions
+207.1%

241
Reactions
+447.7%

32
Comments
+1500%

32
Reports
+255.6
%



GRAPH 4: THE AMOUNT OF FOLLOWERS PER DAY BETWEEN SEPTEMBER 16TH AND OCTOBER 4TH



LinkedIn: Competitive Analysis

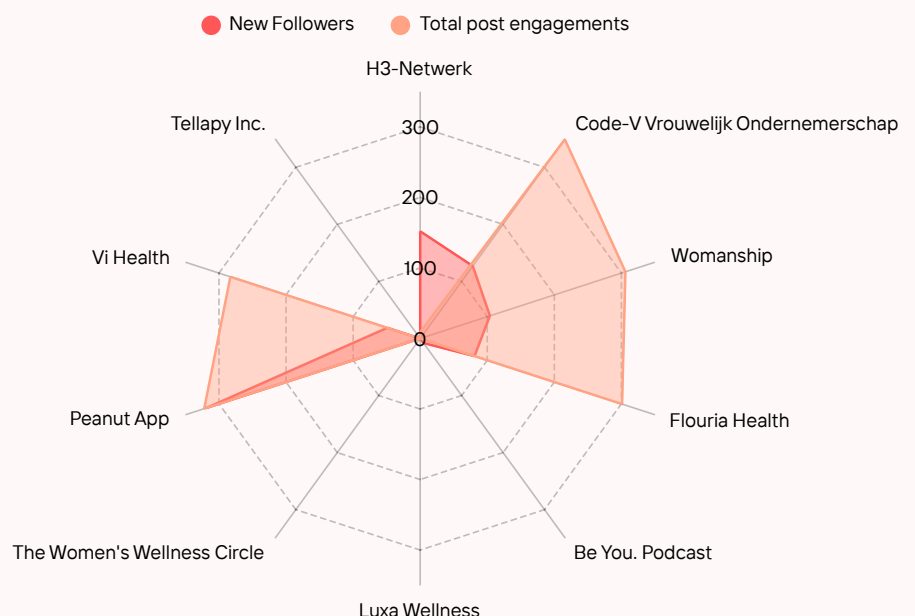
WOMANSHIP AND COMPETITORS ON LINKEDIN

Womanship is demonstrating strong competitive performance, particularly when benchmarked against players Code-V Vrouwelijk and Peanut App, who have a larger follower base on LinkedIn. Despite this disparity, Womanship ranks **second in post engagement** and **third** in new follower acquisition for the period spanning from September to October.

Womanship reveals high **engagement per post**: 306 engagements over 29 posts = about 10.5 **engagements per post**. Additionally, the **Follower Growth Rate** is estimated at around **9%** (104 new/1126 total). This reflects a high level of brand activity and visibility. This is further reinforced by one of the highest posting volumes among competitors, with **29 posts over the period**.

This performance indicates that **Womanship** is effectively leveraging content to build and connect with the community. To further sustain and accelerate this growth, there is a strategic opportunity to diversify into various **content formats**. For instance, creating shareable content formats like **infographics, polls, or carousel posts**, that invite people to interact and repost! Womanship's **authentic and approachable tone** is an important differentiator. To capitalise on this strength, the company may introduce more conversational and relatable prompts (ex: simple questions that invite dialogue). This helps deepen audience engagement and reference the brand ethos: **Share more. Worry less.**

Company	Company	New Follower	Total post engagement	Total posts
H3-Netwerk	6123	152	9	19
Code-V Vrouwelijk	2690	127	349	10
Womanship	1126	104	306	29
Flouria Health	1723	81	301	14
Be You. Podcast	847	8	0	39
Luxa Wellness	134	0	0	0
The Women's Wellness Circle	2	0	0	0
Peanut App	13772	318	322	6
Vi Health	1641	49	283	13
Tellapy Inc.	156	0	0	0



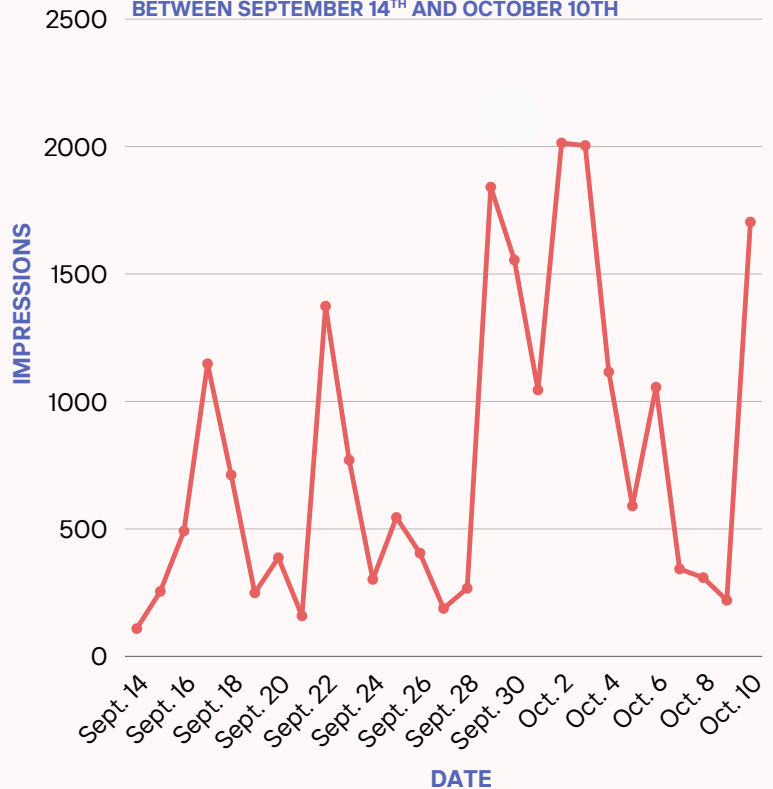
LinkedIn Analytics: Founder Account

The analytics between September 14 and October 10th reflect a significant point in the founder's digital brand visibility and engagement. During this period, the founder's LinkedIn profile **generated 22,554 impressions** (a **+400.10% increase** compared to the previous **30 days**) and **reached 5,650 members** (+476%). This acceleration aligns with the timeline of the Connected Health Weekend, signalling that the event was a clear **strategic brand amplifier**. Peaks in daily impressions correlate to the event, indicating **successful timing** and **well-earned media points** from **organic engagement**.

Crucially, the **top-performing** content (gaining over **3,400 impressions** and **triple-digit** engagement figures) was event-related. This highlights how mission-driven events can bring communities together. The founder's **personal** brand effectively became a high-impact social media channel, driving **more visibility** for the founder and the company.

While *Womanship's* LinkedIn account experienced a notable increase in impressions and reach, the data difference provides **valuable insight**: investing in **founder-led branding** can be a high-leverage tool to increase awareness and **accelerate community trust**. Thus, it appears that people are connecting with *Womanship* through the **personal message** of the founder; thus, their personal profile also functions as an **organic social media channel** that drives trust and honesty. From a business perspective, these analytics suggest a scalable marketing strategy anchored in event-driven storytelling and **human-centered or founder-centered branding**.

GRAPH 5: THE AMOUNT OF IMPRESSIONS PER DAY BETWEEN SEPTEMBER 14TH AND OCTOBER 10TH



22,554 IMPRESSIONS BETWEEN SEPT. 14 - OCT. 10
→ + 440.10% INCREASE PRIOR TO 30 DAYS

5,650 MEMBERS REACHED BETWEEN SEPT. 14 - OCTOBER 10 → + 476% PRIOR TO 30 DAYS

TOP PERFORMING POSTS



3,406 IMPRESSIONS
2,505 MEMBERS REACHED
33 COMMENTS
160 REACTIONS



2,053 IMPRESSIONS
1,545 MEMBERS REACHED
10 COMMENTS
100 REACTIONS



2,024 IMPRESSIONS
1,429 MEMBERS REACHED
10 COMMENTS
46 REACTIONS

Instagram Analytics

GROWTH RATE FOR FOLLOWERS BETWEEN
SEPT. 5TH - OCTOBER 7TH: +289 (12.10%
INCREASE)

PROFILE: 88.13K (+214.52%) INCREASE FROM
SEPT. 5TH TO OCT. 7TH (2025)

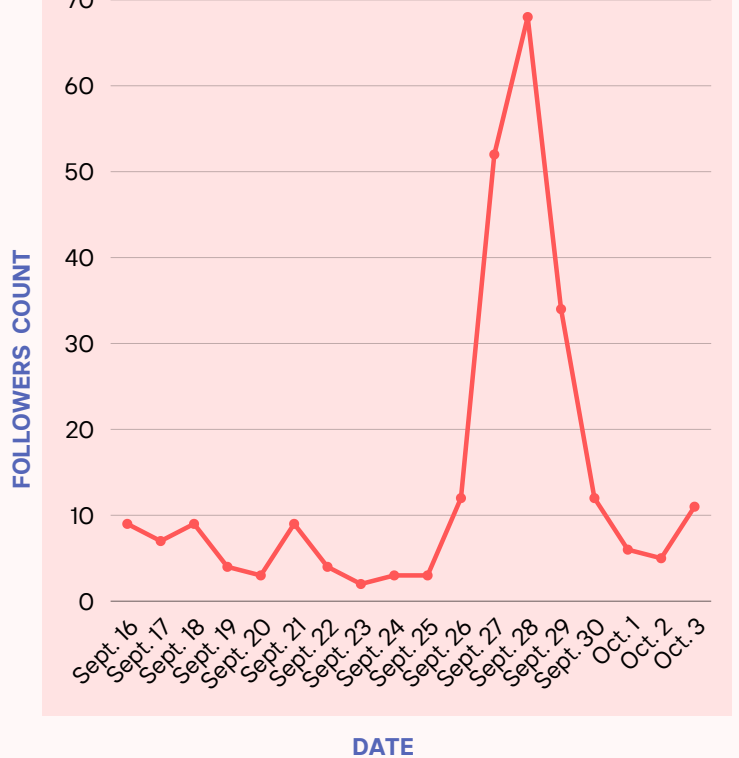
AVERAGE REACH PER DAY (951, +137.18%)
FROM SEPT. 5TH - OCTOBER 7TH

INTERACTIONS (300, + 455.56%) FROM SEPT.
5TH - OCTOBER 7TH

Womanship's Instagram performance between September 5th and October 7th reflects **significant growth and elevated engagement**, signalling the platform's strategic value for the brand during and after the **Connected Health Weekend**. Over the course of this time period, the follower base grew by 289, marking a 12.10% increase in audience size within just one month. Simultaneously, profile impressions increased by 214.52%, reaching 88.13K, while average daily reached increased by 137.18% to 951 impressions per day.

This type of growth reflects a **successful amplification loop** (where content is being liked, saved, or shared at a high rate) as well as **increased visibility** through time-sensitive, high-impact campaigns. This suggests that Womanship's recent activity **effectively tapped into Instagram's algorithm**. Additionally, interactions rose by 455.56%, totalling **300 engagements**; this is a clear indicator that recent activity has influenced brand visibility and deepened audience participation. Looking more closely at the follower growth curve, we can understand a correlation between the posting of the *Connected Health Weekend* and follower count. On September 28th, the daily **new followers peaked** at nearly 70 in a single day. Before this spike, growth remained modest but steady. This surge was not followed by a quick drop-off; instead, follower acquisition continued. Instagram's algorithm rewards momentum, so peaks often lead to prolonged elevation if engagement remains high.

GRAPH 6: NEW FOLLOWERS PER DAY BETWEEN
SEPTEMBER 16TH AND OCTOBER 3RD



This indicates that this was not a short-term spike and that Womanship is successfully scaling through algorithmic choices. Unlike LinkedIn, where visibility is often tied to professional networks and direction connections, Instagram is built on **algorithmic content and viral reach**. A **double-digit** follower growth rate in a short period, therefore, suggests that content was not only well-received by existing followers but also reached **new**, non-followers. This expanded Womanship's **organic visibility** beyond the immediate network. Furthermore, what distinguishes Instagram from LinkedIn is how **engagement scales** differently (Graph 3 and Graph 5). On LinkedIn, spikes in engagement tend to cluster tightly around a specific area and then flatten. However, on Instagram, the platform's algorithm can distribute engagement over time through Reels **resurfacing** or Explore page **exposure**. Thus, Womanship should continue to post and engage with their **own** previous posts to keep this **engagement loop effect**.

Instagram Analytics

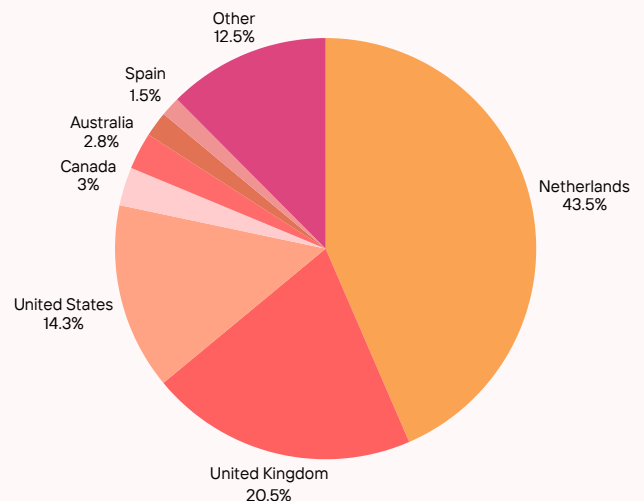
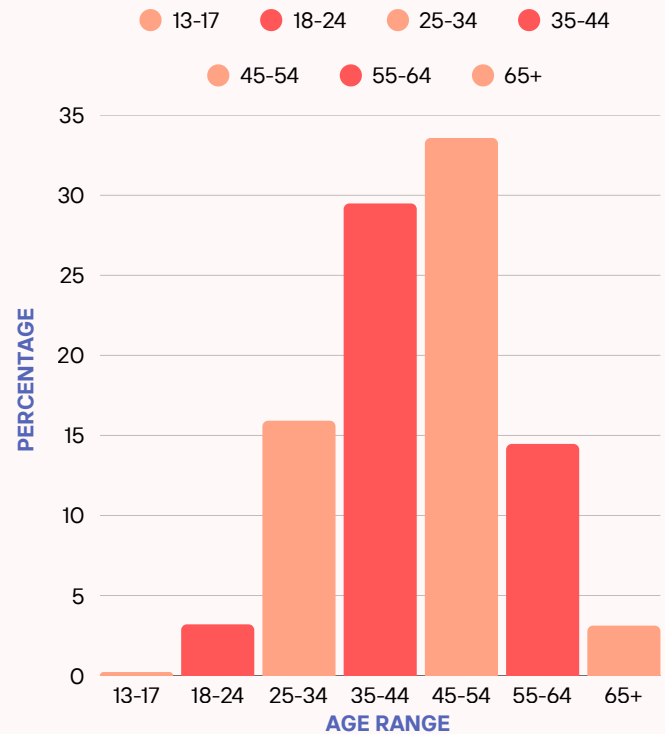
DEMOGRAPHICS

The **demographic profile of age** for new followers provides further strategic insight for *Womanship*. The 35-44 age group represents approximately 34% of new followers, forming the **largest segment**. This is followed closely by the 45-54 age group at around 29% and the 18-24 age group at 14%. This distribution suggests that *Womanship* is currently resonating most strongly with **mid-career professionals** and women who are beginning to **experience/experiencing** (peri)menopause. Consequently, this target group also seeks **purposeful connection** and **values-driven** community engagement, and who are seeking help and connection. Instagram, then, appears to be a **highly effective channel** for reaching this **strategically valuable audience** segment based on the age range.

The **geographic** breakdown provides more depth; the largest shares of new followers during this period come from the Netherlands (43.5%), which indicates high levels of **domestic engagement** in *Womanship*'s home market. This strong **local base** offers a great basis for community building and physical events. The United Kingdom (20.5%) and the United States (14.3%) follow, demonstrating an **expanding** international footprint across English-speaking markets. This pattern is important: the current data suggests *Womanship* remains anchored in the Netherlands, but its global visibility is increasing steadily. This growing international audience presents opportunities to adapt content format and posting times to reach multiple time zones, and to incorporate messaging that resonates globally (while keeping the same authentic tone it has already created).

Strategically, all of this reveals a **possible growth pathway for Instagram**. The combination of follower spikes, impression growth, and engagement intensity indicates that *Womanship* has entered the **algorithm loop**. To maximise this, the brand can **lean into** formats that have historically performed well within this environment.

GRAPH 7: PERCENTAGE OF AGE RANGE OF NEW FOLLOWERS DURING SEPT. 5TH TO OCT. 7TH 2025



GRAPH 8: NEW FOLLOWERS PER DAY BETWEEN SEPTEMBER 16TH AND OCTOBER 3RD

For instance, reels, carousel posts, and interactive stories are great formats for content that **increases engagement**. By tapping into the *Connected Health Weekend* through reposts and reusing photos, *Womanship* can engage its **demographic** with content that **blends purpose, expertise, and relatability**.



Sponsors and Partners



EFFECT AND IMPACT

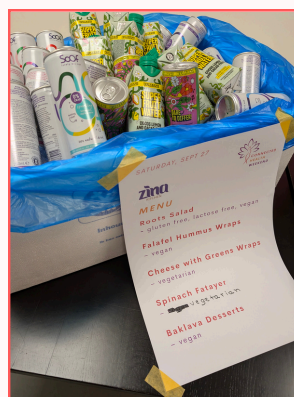
The **Connected Health Weekend** gathered **470 attendees, 80 speakers, and dozens of volunteers**. This **level of participation** created an **ecosystem** of learning, trust, and connect. Our sponsors and partners were **essential for this success**; through their support, the weekend showcased how Womanship and the sponsors/partners can create **immense impact** and **emotional resonance**.

Over headline sponsors, such as **Vitafood Insights, Vi Health, Luxus, Nono Zero, Igene, and Uma**, embodied Womanship's values of wellness, innovation, and honesty. This alignment with Womanship's mission amplified their visibility among 470 in-person attendees and thousands more online, as Womanship's digital footprint increased by 207% and community membership rose by 33.6% during the weeks leading up to and following the event.

Each of these brands benefited from exposure, but also from **meaningful and powerful association**. The Connected Health Weekend positioned them within a growing community where **authenticity** and **care** is **crucial**. This goes beyond corporate identity: it's about cultivating brand identity in an age where consumers **demand purpose**, not just products. Therefore, supporting a cause that uplifts women's health and emotional well-being is no longer optional. It is essential for long-term buyers and relevance in today's conscious market.

To sum up, sponsoring this event offered more than visibility: it created brand transformation through emotional investment. By demonstrating a clear ESG (Environmental, Social, and Governance) commitment, sponsors aligned with the values today's consumers actively seek. Thus, they strengthened their identity and built trust through genuine community connection.

Our **event partners** (**Equals Amsterdam** provided a welcoming, high-quality venue, **Zina's Kitchen** curated tasty meals, **Wao, Soof, She Says, and Kumasi**) all added great value to the overall experience.



Soof and Kumasi were **incredibly popular** with the audience.

The refreshing drinks were a **highlight** of the weekend; buckets needed to be constantly **refilled**, and many even asked to take a can home. These moments became **sensory anchors** of the weekend, and attendees have mentioned their intent to purchase from Wao, Soof, , and Kumasi in the future.

When a Sponsor Partner supports *Womanship*, they don't just gain exposure for one day, but become embedded in an ongoing narrative of identity, connection, and transformation.

Thank you so much to the Partners and Sponsors who had made this event possible!



CONNECTED HEALTH WEEKEND 2025

Sponsors and Partners

ENGAGEMENT

WE DEFINE THIS AS **PURPOSE ROI**:
THE MEASUREABLE BUSINESS VALUE CREATED
THROUGH **SOCIAL IMPACT, EMOTIONAL
CONNECTION, AND ALIGNMENT WITH VALUES.**

As mentioned previously, when brands authentically align with women's wellness and empowerment, they don't just gain visibility, but they gain trust: this is what **Purpose ROI** is all about.

Purpose ROI: Measuring impact beyond Visibility:

Each brand that stood beside Womanship benefited from authentic association and engagement growth.

- **Reach ROI: Expanding Visibility across channels:**

- **+207%** increase in LinkedIn Impressions
- **+447%** surge in reactions and +1,500% rise in comments
- **+289** new Instagram followers in one month
- **88,310 profile** impressions on Instagram (+214.5%)

Sponsors' logos and brand mentions were embedded in this growth. They were visible across posts, reels, and stories viewed by thousands across LinkedIn and Instagram.

This means that every sponsor's digital identity was amplified by Womanship's posts, reaching both domestic and international audiences (43.5% Netherlands, 20.5% UK, and 14.3% USA).

Reputation ROI: Building Emotional Credibility:

Through association with Womanship's mission, sponsors gained values-based credibility in a growing health-conscious and socially aware audience.



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Dimension	What It Measures	Why It Matters
Reach ROI	Visibility, Impressions, Engagement	Shows how the partnership increased brand exposure
Reputation ROI	Alignment with Purpose, Audience Trust	Indicates stronger consumer preference and credibility
Relationship ROI	New customers, Community Loyalty, Repeat Engagement	Translates purpose into sustained growth



CONNECTED HEALTH WEEKEND 2025

Goodie Bags

The *Connected Health Weekend* goodie bags were an unforgettable, **lasting highlight of the event!** It was a **physical expression** of care and wellness. Each one featured **thoughtful, values-aligned brands** that share Womanship's mission of **wellness, honesty, and everyday nourishment.**

Attendees repeatedly mentioned the goodie bags in their feedback, pointing out specific brands and stating how much they liked the products that they could test. Many shared that they discovered **new favourite products and even sought them out afterwards,** proving how **direct, emotional connections drive authentic brand loyalty.**

For our goodie bag partners, this meant more than exposure. It meant being **literally placed in the hands of over 470 women in a trusted, intimate setting.** This response was unanimous: these brands weren't just seen but **were experienced.** Several products even became talking points throughout the weekend; the refreshing Soof, Kumasi, and NonNo Zero drinks, for example, had to **be constantly refilled and were requested by name long after the event.**

Please find on the right some specific feedback for some of the branded products that floated around the *Connected Health Weekend*.

SPECIFIC ANONYMOUS FEEDBACK

JUNITA

JUNITA®

"Me too! I did it yesterday and got a compliment on my skin right afterward!"

"I really noticed a difference as well, much smoother!"

WAO



"Maybe next time, have the cacao stand also unlimited or at least two cups a day – It was that good!"

NONO ZERO

NONO ZERO
SINCE 2023

"And there was more than enough, you never felt rushed. The drinks were excellent as well (NoNo Zero, Soof, and Kumasi)"

BITES WE LOVE

"The free snack bars from the sponsor were very popular! Super tasty!"



YONI

Yoni
Chemical Free Period Care

"I love the goodie bags, and the free Yoni pads! Will definitely be repurchasing them!"

Goodie Bags

These brands in the hands of over 400+ Attendees:

NONO ZERO
SINCE 2023

GLOWWA™

JUNITA®

Botanical Beauty

Yoni
Chemical Free Period Care

grapes



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PHOTOS SHARED BY ATTENDEES TRYING THE JUNITA FACE MASKS!



The MarketPlace

During the *Connected Health Weekend*, the Marketplace became a lively space for conversations and knowledge. It was designed to bring together **companies, products, and ideas** that support women's health and well-being. Set up in a dedicated room, it featured a range of companies that had their own table to showcase their products and services. Over two days, more than 500 people, including over **470 attendees and 80 speakers**, had the chance to connect directly with the brands.

The atmosphere encouraged meaningful interaction between participants and exhibitors. Visitors could walk freely between tables, discover new products, and engage in one-on-one conversations with the people behind them. Some companies presented innovative non-alcoholic beverages, while others focused on nutrition and wellness products, such as nourishing broths or hormone support for menopause. There were also healthcare professionals available to help attendees understand various services and treatments.

One of the main attractions was the bookstore, which featured the new book by Dr Louise Newson. Her presence at the event, singing copies in person, created a **memorable moment** for visitors. This not only boosted sales of her book but also created a direct connection between author and reader, showcasing how **knowledge and personal interaction** can strengthen women's understanding of their own health.

From an **analytical perspective**, the Marketplace demonstrated the effectiveness of combining wellness companies with an educational purpose. It enhanced the event's ecosystem by facilitating partnerships, and the **format allowed brands** to reach women directly. Therefore, it offered valuable exposure and audience insight. For the attendees, it provided **access and information** to support them during their health journeys. It was both informative and practical, reinforcing the **event's goal of connecting knowledge with real-world action**.

In summary, the Marketplace added both economic and experiential value to the *Connected Health Weekend*. It supported the event's overarching aim: to connect women with supportive resources in health and wellness.



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Marketplace participants included:

1. Bone Broth Mama
2. Wao
3. NoNo Zero
4. OVergang en hormonen
5. Vi Health
6. Luxus



A woman with dark hair, wearing a bright blue blazer, stands at a podium holding a microphone. She is looking down at her hands while speaking. Behind her is a large indoor plant and a balcony with white railings. A presentation screen to her left displays the text "in happens it's physiology." and "HORMONES". The screen also lists various topics under "Hormones": Stress levels, Sleep quality, Blood sugar, and Blood pressure. It also mentions "Right words and ideas development" and "Increased fat mass".

A woman with long blonde hair, wearing a dark blazer and a lanyard, is speaking into a microphone at a podium. Behind her is a large screen displaying a presentation slide titled 'ME AND MRS. B'. To her right is a tall, white and red banner for 'CONNECTED HEALTH WEEKEND' with the text 'Womanship Share more. Worry less.' and a stylized flower logo. The background shows a large window with a grid pattern.

By prioritising speaker wellbeing and meaningful interaction, the *Green Room* strengthened the **event's reputation as a space** that truly practices what it promotes: **thoughtful care for everyone involved.**



The Wellness Lounge



The Wellness Lounge created a restorative environment where women could step away from daily demands and engage directly with practices that support nervous system balance. The space played an important role: yoga mats and textiles invited ease, while low lighting and soft sounds signalled safety. Together, these elements helped to create conditions that encouraged the body to shift from alertness and regulation.

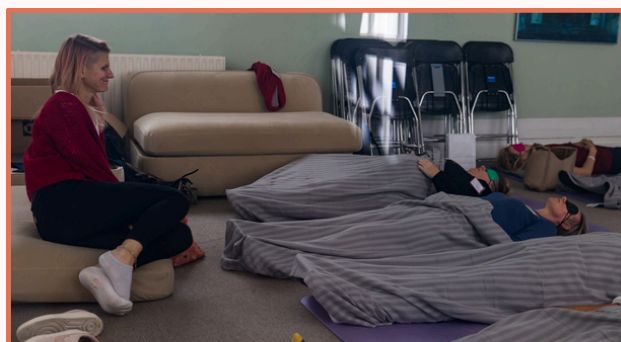
Across both days, experienced practitioners introduced concepts like Sound Health, Yoga Nidra, Breathwork, and somatic exercises. Each offering helped participants release physical and mental tension, rebuilding a sense of inner tranquillity.

Well ahead of the event, every session reached capacity, showcasing that many women are seeking spaces where rest is not only allowed but also guided and supported. Participant feedback during and after the event describes these sessions as their first meaningful pause in months. One visitor captured the overall sentiment when she said it felt "[...] like someone gave me my breath back."

By pairing somatic education with tranquillity, the Wellness Lounge helped participants understand stress recovery and anxiety relief. Thus, it offered a time for women to understand that rest, bounadires, and listening to internal cues are important for their mental and physical health.



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CONNECTED HEALTH WEEKEND 2025

Sponsors and Partners

ENGAGEMENT

Continuation of Reputation ROI: Building Emotional Credibility:

- **470+** in-person attendees directly experienced each sponsor's product in an environment of trust and connections
- **80 speakers** amplified the sponsor's visibility through shared posts, tags, and collaborations (including influencers like Louise Newson, 700k+ followers)
- **Attendee testimonials** repeatedly used words such as "authentic," "transformative," and "powerful."

The audience does not just see a sponsor brand, but they see a brand that is part of a meaningful community.

Relationship ROI: Turning Moments into Loyalty:

A genuine conversion occurred on both emotional and commercial levels.

- **33.6%** membership growth (from 289 to 386 in 4 weeks) proves that shared values transform into lasting engagement
- **Attendees** reported continued dialogue and excitement weeks after the event, maintaining visibility for sponsors long beyond the weekend
- **Product engagement** data: e.g. *Soof* and *Kumasi* drinks "constantly refilled" and requested to take home.

This indicates direct conversion. Thus, this showcases that emotional attachment converts awareness into purchase intent.



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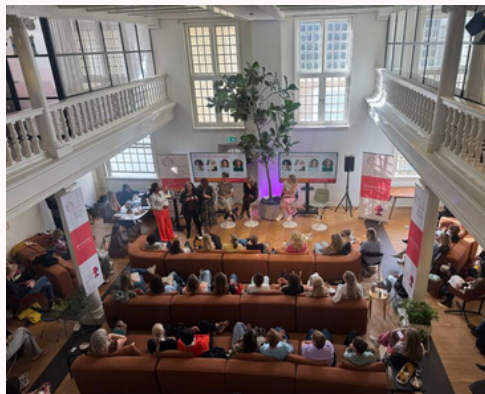
Womanship's *Connected Health Weekend* delivered immense purpose ROI. Sponsors didn't just fund an event but invested in visibility, reputation, and trust. That combination is the our new competitive advantage.

ROI Dimension	Metric	Outcome for Sponsors
Reach ROI	+207 LinkedIn impressions, +214% Instagram Reach	Event-driven spike: Massive brand exposure and awareness
Reputation ROI	400+ attendees, influencer amplification (77k+ reel views)	Shared Posts, emotional language: Elevated brand trust & authenticity
Relationship ROI	+3.6% membership growth, product enagement	Audience retention & purchase interest: Strengthened long-term loyalty & relevance

Anecdotes from Attendees

POSTED IMAGES

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Anecdotes from Attendees



Comments

"The best money I ever
spent on myself"

Anonymous

"Gatherings like this remind
us that **progress begins
with dialogue**, but true
change requires collective
commitment [...] And what
a beautiful coincidence it
was to meet inspiring
women [...] a reminder of
the **connections that
make these moments
unforgettable.**"

Estela Vidal

"I **discovered
products** I had never
heard of - and I've
already ordered more."

Anonymous

"You look so happy
and radiant and it's
clear how much
**heart and hard
work** went into
bringing this to life.
You can **really feel
the care** behind it."

Daphne Maierna

" Deep gratitude to
Nicolette Lazarus and
Penny Pijnenburg for
making this event
possible — real magic
happens when women
unite."

*Amélie Consigny-
BezemerAmélie*

"The bookstore moment
and **my conversation with
Dr Louise Newson was
unforgettable.**"

Anonymous

"What an **inspiring
recap of such an
important event!**
Love what
Womanship are doing
and your work aligns
with them perfectly.
Congrats :)"

Leanne Joseph

"**Amazing!** For
more companies
engaging and
**supporting
human's health!**"

Lara Ferreira

"I am still shaking from my
weekend in Amsterdam! I
had the privilege to
attend the Connected
Health Weekend
organized by Nicolette
Lazarus Womanship Vi — a
pristine event that
brought **science,
community**, and women's
voices together."

Angela Ramírez Escobar

"I'm **still glowing** from this
weekend too ✨ Such a
privilege to share the panel
with you and witness the
**depth of these
conversations** [...] Let's
keep **building spaces**
where all women feel **safe
and seen.**"

Ghiselle Panneflek

"**Still buzzing** — we've
got an important job to
do. And you've **shown
us the way.**"

Anonymous

"Still **buzzing** from
Connected Health
Weekend where we
all collectively
turned up the **N-O-
I-S-E on women's
health.**"

Karin Hesselvik



Anecdotes from Attendees



Comments

"This world needs **more kindness. More openness. More connecting** and indeed leading from the heart. **More Womanship.**"
Linda Dubois

"I thought I came to **learn about my hormones.** Your 'Inner Wisdom' session gave me the **permission** to **forgive myself.**"
Anonymous

"What an **amazing woman** she (Louise Newson) is, so much **respect and admiration** for!!! I hope my back is as straight as hers when I definitely step into my HormoneRebel role"
Miranda Vos

"Sound healing took me from **tense to calm in minutes.**"
Anonymous

"For the first time, I felt a real **connection** between **my body and my mind.**"
Anonymous

Last weekend, I had the privilege of running a workshop at the Connected Health Weekend event organized by **Womanship** [...] I left feeling amazed, heartbroken and inspired all at once. It's clear how isolating this transitional phase can be for many women"
Nazli Medeni

"**Woowooow!** This weekend was **powerful.** I joined Connected Health Weekend both as an attendee and a speaker [...] We're not just having conversations, **we're creating a movement.**"
Emilia Villegas

"Still buzzing — we've got an **important job to do.** And you've shown us the way."
Anonymous

What an amazing weekend it was! I expected just to increase my knowledge, like 'nerdy' info, but boy, I also felt the connection! Not only hugging the people I already knew, but also the people I finally met in person ('in 3D' someone said 😊)
Sylvia Leeger

"Nicola Cloherty-Parigger stunning post & almost 2 weeks on I'm **still buzzing from the energy,** the knowledge shared, the people met. Sharing all of it with others too which is so wonderful. **Can't wait for the next one**"
Aine Dolan

"The food was amazing and tasted even better after hearing the beautiful story and amazing resilience of Zina'. Soof and Kumasi drinks were constantly refilled - everyone kept asking for more."
Anonymous

Your presentation shared the kind of **financial advice** I've never received before (**especially not from a woman!**), and it truly made a lasting impression on me 🙌🌟
Genevieve O'Kelly





Impact on Social Media from Speakers



EFFECT AND IMPACT

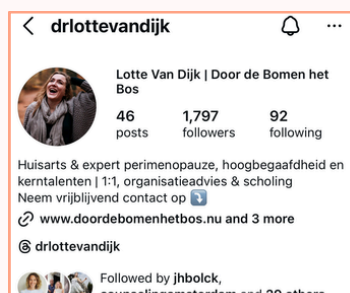
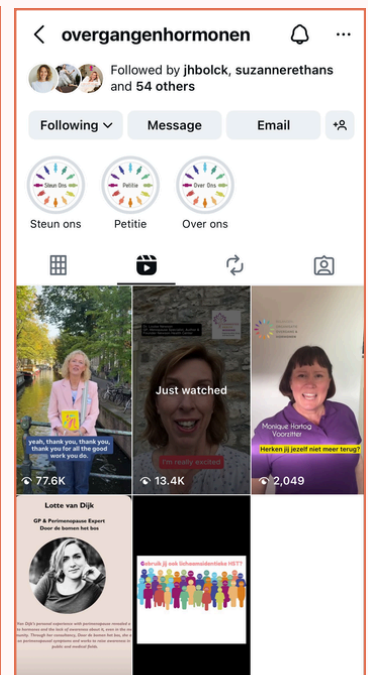
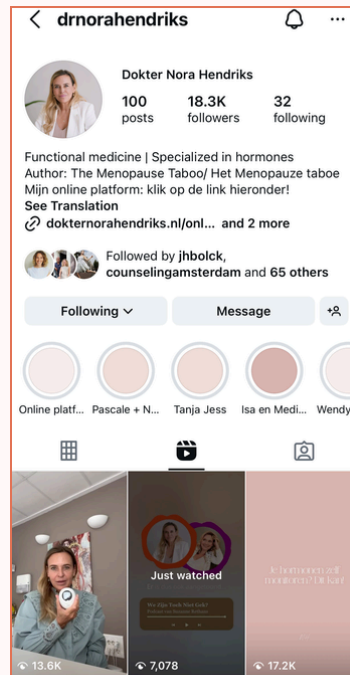
The speaker's profiles shown, including Dr Nora Hendriks, Dr Lotte van Dijk, and Suzanne Rethans, each illustrate an increase in engagement and reach through reels and posts connected to the event. For example, *Overgangenhormonen* has two reels connected to the event with 13.k thousand reels and another with 77.4 thousand reels. This is a **dramatic increase** in **viewership** compared to their previous posts.

Reels and posts from event speakers received thousands to tens of thousands of views, with one rival video collecting over 77.7k views. Additionally, there was a collaboration with high-follower health influencers (such as Louise Newson, who has over 700k followers), which provided **organic reach** for smaller creators and *Womansh*.

Speakers tagged each other and *Womansh*, creating a web of organic promotion that created **algorithmic reach**. Additionally, each tag functioned as a **mutual credibility signal**, helping to showcase the trust of high influencers in *Womansh*'s mission. Additionally, these posts blended medical expertise with personal narratives, which helps to address our target audience of 35-55-year-old individuals.

This combined social activity surrounding the event helped to: **normalise** women's health topics in public digital spaces, encourage **open** conversations on menopause, increase search visibility for *Womansh*-related content, and generate **new traffic** to womansh.co.

Furthermore, speakers benefited from new followers and broader recognition – they were introduced to new audience members and became aligned with the **powerful values** of *Womansh* by being present at the event. This increases their **credibility and ethos**. Thus, this cross-promotion between experts, podcasts, and event hashtags transformed what could have been an **one-off event** into an ongoing online conversation.



Impact on Social Media from Speakers



@abrazosymas

"You're amazing, an absolute powerhouse and I am in absolute awe of what you brought together thank you SO much for having me and @behindthemaskcommunity we had the most energising weekend!"

@leefnucoaching

It was amazing Nicolette, YOU are amazing. Still buzzing here as well, we've got an important job to do: awareness, empowerment, share the information, bring women together! And you've shown us the way. THANK YOU, wonder woman 🙌❤️ (I loved your sister, too btw! It runs in the family).

@selena_de_ath

I'm from the UK but live in the NL and I find that hardly anyone ever talks about it! Even my own Doctor didn't suggest that some of my recent 'symptoms' could be down to menopause – i had to ask her!!! 😊 Sadly there is a definite lack of ready information & education here!!!

@abrazosymas

"You're amazing, an absolute powerhouse and I am in absolute awe of what you brought together thank you SO much for having me and @behindthemaskcommunity we had the most energising weekend!"

@thebeehivedesign

"Another Brit in NL and I had to go back to the UK to the actual Newson clinic to get the help I needed. Although my huisarts listened to me, she suggested it was actually depression [...] It's not just NL and the UK that needs educating, it's the whole world. Women's health is treated second best and this narrative needs to change."

The posts and online comments shown here highlight the **emotional and social impact** of the *Connected Health Weekend*, extending **far beyond** the physical event itself. The engagement on these posts demonstrates how conversations around women's health **continue to thrive online**. Messages from participants and followers express **empowerment** and **renewed awareness**, reflecting how the event inspired people to **talk openly** about issues like menopause and healthcare.

Comments such as "you're an absolute powerhouse" and "we had the most energising weekend" reveal how attendees felt uplifted and connected by the experience, while others like "hardly anyone here talks about it" or "I had to ask my doctor myself" show how the event **sparked critical awareness** of **knowledge gaps** in society. This educational and emotional impact illustrates that the *Connected Health Weekend* didn't just host a discussion but has created a movement online.

For speakers, being associated with this event carries **clear value**. It aligns them with a **trusted, mission-driven brand** that audiences perceive as **authentic and transformative**. This event amplifies their visibility through collaborative posts, high engagement, and cross-tagging. This positions each speaker as part of a **powerful network** of change makers in women's health.

In turn, this credibility and exposure drive **new followers, professional opportunities, and deeper trust from audiences**. Thus, this combination of **high metrics** (such as seen by the reel reaching over 7,000 views), and **authentic audience sentiment** confirms that the event significantly strengthened both **speaker visibility** and *Womanship's* broader **social impact**.



Attendee Feedback



The feedback from attendees showcases how powerful the *Connected Health Weekend* is, with *connection, learning, and community* being terms utilised to describe this event. The event had a **profound emotional and professional impact**, demonstrating **clear value to both participants and sponsors**.

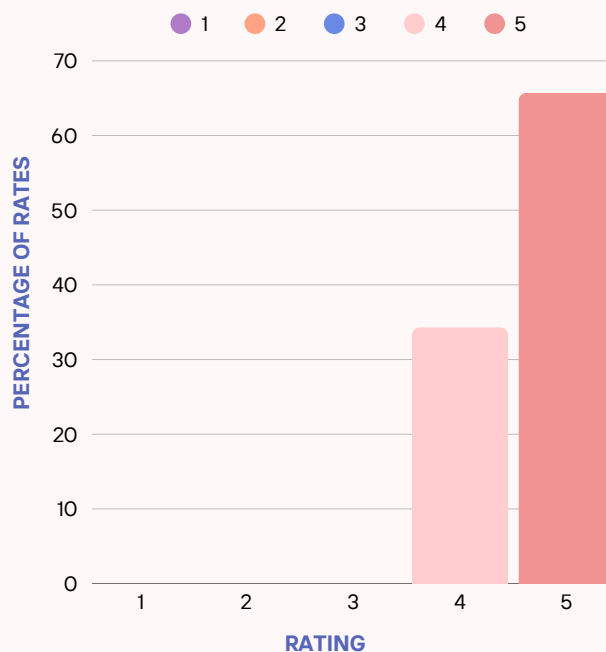
Key Outcomes:

- **Exceptional Experience Rating:**
 - Over 65% of attendees who gave feedback rated the weekend a **5 out of 5** experience. This indicates exceptionally high satisfaction across the board
- **Deep Emotional Impact:**
 - Attendees repeatedly described feelings “seen, heard, understood, and supported.” Many said it was the first time in a long time that they felt part of a genuine and safe community.
- **Expertise and Atmosphere:**
 - Participants praised the quality of the speakers, the warmth of the environment, and the depth shared from the expertise.
- **Value Beyond Cost:**
 - While a few noted the event’s premium pricing, many comments emphasised that it was “**worth every penny**” due to the value of the experience, knowledge, and connections created.
- **Themes that Resonated Most:**
 - From the word cloud and written feedback, the most frequently mentioned feelings and takeaways were: **Inspiring, Informative, Connection, Knowledge, Empowering, and Warmth.**

The feedback reveals that the event successfully blended professional learning with emotional connection, demonstrating that *Womanship* can create a deeply valuable experience. Its impact is clear: creating a **thriving community** built on shared **knowledge** and **empathy**. This also matters to Sponsors as the feedback demonstrates that their support strengthens women’s sense of belonging, builds a trusted community care, and provides a lasting value and **positive association** with **expertise and compassion**.



GRAPH 9: THE RATE (1-5) OF THE EXPERIENCE AT THE CONNECTED HEALTH WEEKEND



ANONYMOUS FEEDBACK

The weekend gave me a feeling that I am not alone and it emphasized the power of sharing and helping each other even as ‘peers’. Complete strangers being your allies. Really amazing. The experts sharing were all brilliant.

ANONYMOUS FEEDBACK

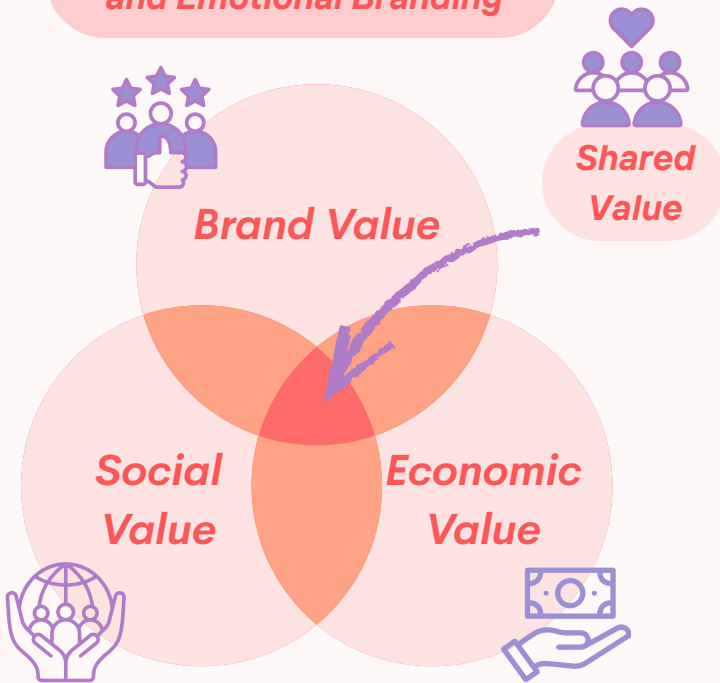
I couldn’t stop smiling. For the first time in a long while, I felt seen, heard, understood, and supported, and all of this by an entire community! I truly felt in the right place. The food was delicious, the atmosphere was wonderful, and the speakers were excellent! What more could one wish for? I did find it expensive, but looking back it was worth every penny. The whole experience was incredibly valuable, with so many memorable moments!



FINAL IMPACT



The Power of Shared Value and Emotional Branding



The **Connected Health Weekend** created something incredible, showcasing that empathy, data and connection can all work together to create a community where women feel heard. Thus, **Womanship** redefines what shared value looks like in our current society. According to *Michael Porter* and *Mark Kramer's Shared Value Framework*, organisations that will lead in the future are ones that focus on both social well-being and business success. **Womanship exemplifies this duality.**

- **Social Value:** The event created community belonging, empathy, and connection. This helped to transform feelings of isolation surrounding menopause and hormones (unfortunately, these are topics that are currently taboo within society) into a **shared dialogue**.
- **Economic Value:** Membership rose by 33.6%, LinkedIn impressions increased by 2-7%, and Instagram reached grew by 214%. This proves that sustainable and empathy driven initiatives are capturing current audiences.
- **Brand Value:** Sponsors and partners benefited from what we define as Purpose ROI. This is a **socially-conscious ROI** that is built through **emotional trust** and **mission alignment**.

+447 Increase in Reactions, +1,500 Rise in Comments and Post-Event Dialogue Weeks Later Show that Womanship has Cultivated Emotional Connections

+33.6% Membership Growth Signifies that Engagement Wasn't Superficial: It was Rooted in Trust and Resonance

Attendee Language: "Authentic," "Transformative", "Still Buzzing", "Connected"

Demographics (Predominantly Women aged 35-44 from the Netherlands, UK, and US) show Womanship's Growing Reach Across Cultures while Remaining Deeply Grounded in its Local Base.

161 New Members Between August 31 - October 5 (Highest on Record). 85 New Members in a Single Day during the Connected Health Weekend

Instagram: +455.56% Increase in Interactions, +214.5% Increase in Profile Views 88.13K total)

Across every platform, from a 33.6% membership surge to a 214% rise in visibility, the data tells a single story: **Connection Converts**.

Womanship's analytics reveal a significant cycle that is leading the company success: **Empathy → Engagement → Expansion**.

In the context of the **Connected Health Weekend**, this event became an ecosystem of connection ad belonging. Every metric presented within this report is a reflection of what happens when women feel safe enough to share.

Conclusion

The *Connected Health Weekend* was more than an event. It was proof of **Womanship's** mission to turn worry into a compassionate connection. With a **33.6% growth in membership**, a **447% increase in engagement**, and lasting online conversations weeks after the event, the **data validate** that Womanship's approach to creating interaction, converting new members, and resonating deeply with people.

The event amplified *Womanship's* brand equity by **positioning it as a thought leader in women's wellness**, blending authenticity with strategic engagement. By leveraging storytelling, expert credibility (ex: Louise Newson), and lived experiences, *Womanship* transformed digital visibility into emotional loyalty.

Moving forward, the **challenge** and **opportunity** lie in **sustaining post-event momentum**, scaling **digital intimacy**, and **embedding the values** of Womanship through all platforms and future events. This event demonstrated that when women feel seen, they stay connected.

Share more. Worry less.



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Appendix



List of Speakers:

Agata Malczewska
Amanda MacRae
Amsterdamme
Ashley Usiskin
Ashton Egner
Claire van der Vaart
Diana Siepmann
Dr Chinwe Ude
Dr Deyo Famuboni
Dr Lotte van Dijk
Dr. Melianthe Nicolai
Dr. Rianne Toenhake
Dr. William Declerck
Eveline van der Wel
Evelyn Pacitti
Filip De Groeve
Herman Depypere
Jeannette Bolck
Jorna Wierds
Katrin Kögel
Kerrie Finch
Kim Taylor
Lauren Valbert
Lena Perepelova
Louis Wijdenbosch
Marieke Zwartscholten
Marie Chaproniere
Marijke Schotanus-Dijkstra
Melissa Schuman
Monique Hartog
Nicola Cloherty-Parigger
Nicolette Lazarus
Nkemakonam Linda Ijeh
Nora Hendriks
Penny Pijnenburg

Dr. Ghiselle Panneflek
Dr. Milie Nwoye
Emilia Villegas
Genevieve O'Kelly
Ingrid Middelkoop
Iris Verstappen
Karin Hesselvik
Katia Khomich
Liselotte Robbe
Margrita Slagter
Monica Molenaar
Nazli Medeni
Sanna Sumner
Sharon van Sprang
Saron Petronilia
Sophie Kuizenga-Wessel
Suzanne Rethans
Wianda Hoogakker
Zina Abboud

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GENEVIÈVE CHASSÉ PORTRAITS
NATHAN AZOPARDI (BLACK & WHITE)



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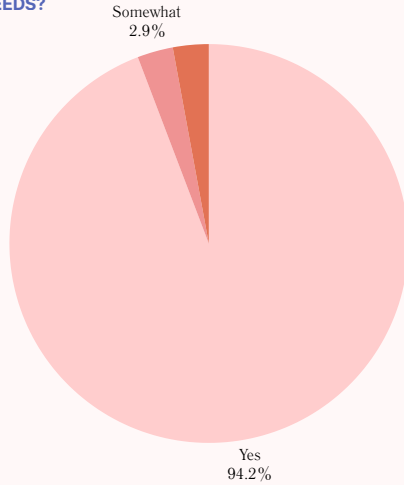


Appendix

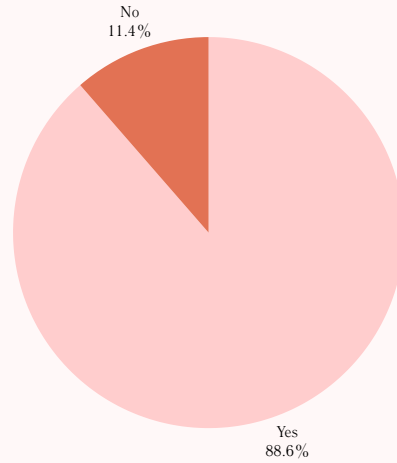


More Feedback from the Feedback Form:

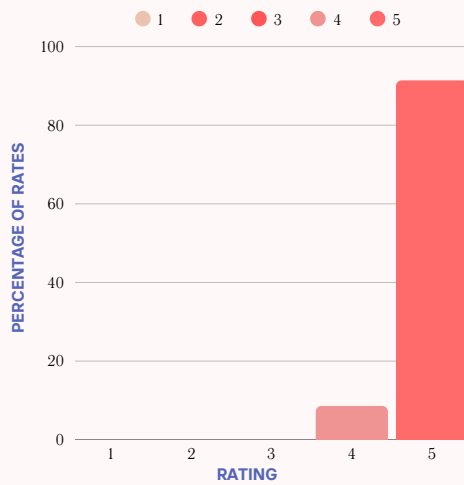
DID THE RANGE OF TOPICS REFLECT YOUR INTERESTS AND NEEDS?



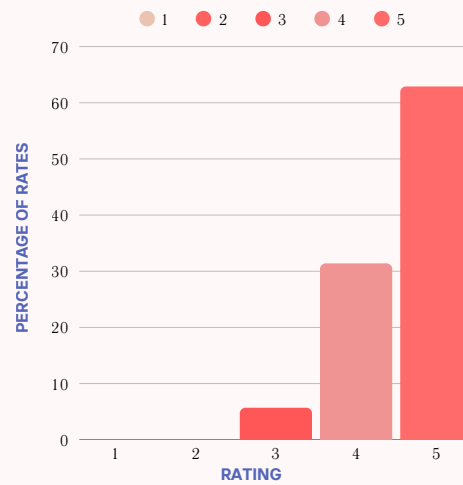
DID YOU MAKE NEW CONNECTIONS (PERSONAL OR PROFESSIONAL) YOU'D LIKE TO CONTINUE?



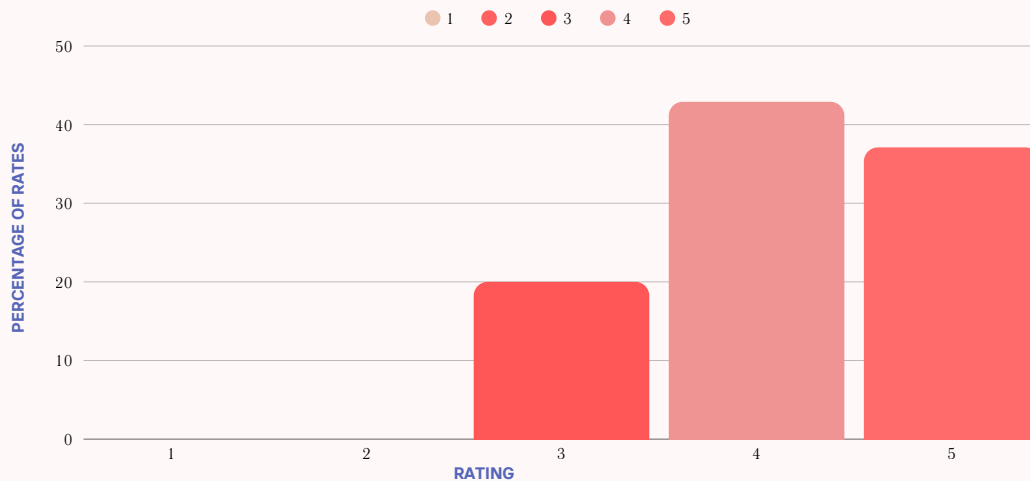
DID THE EVENT CREATE A SAFE AND SUPPORTIVE SPACE FOR SHARING AND CONNECTION?



HOW WAS YOUR EXPERIENCE WITH FOOD, DRINKS, AND BREAKS?



HOW WOULD YOU RATE THE VENUE?



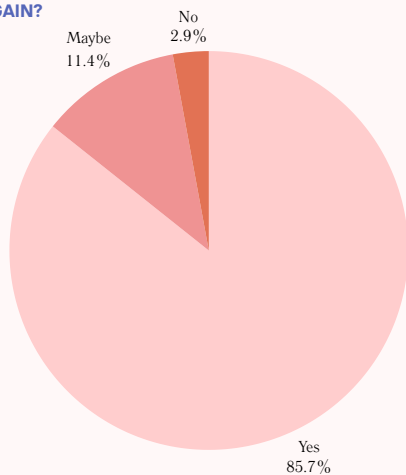


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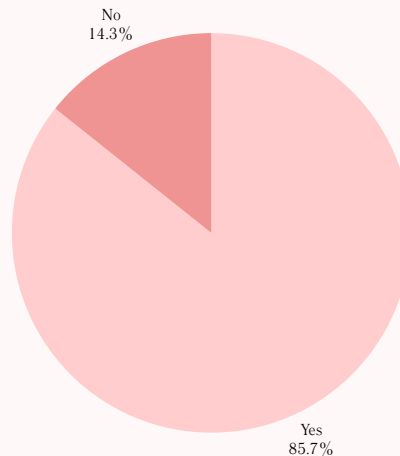


More Feedback from the Feedback Form:

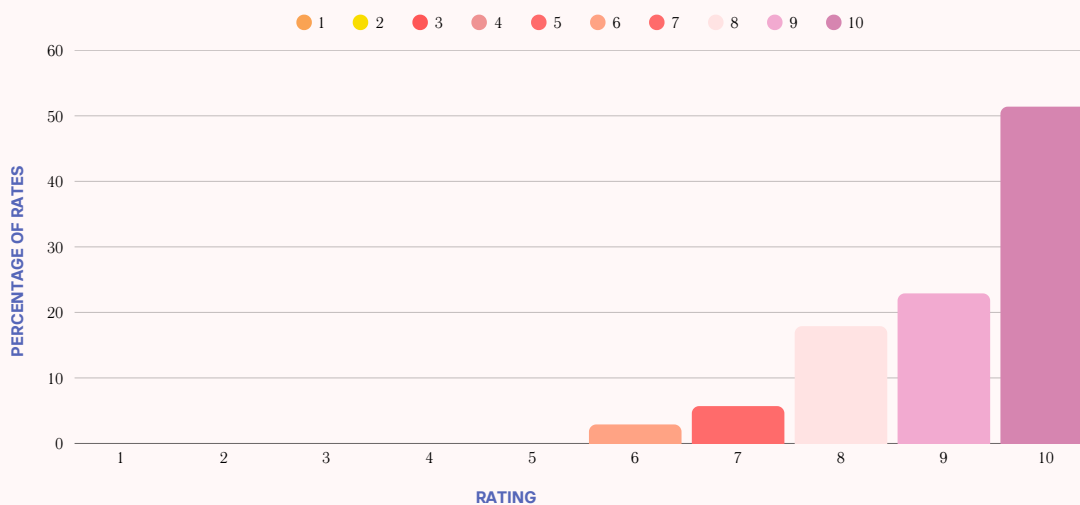
WOULD YOU ATTEND CONNECTED HEALTH WEEKEND AGAIN?



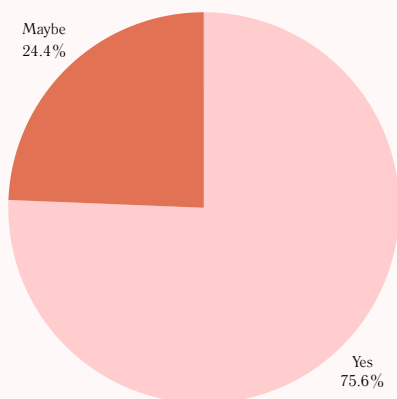
ARE YOU ALREADY A MEMBER OF THE WOMANSHIP COMMUNITY PLATFORM?



WOULD YOU RECOMMEND WOMANSHIP EVENTS TO A FRIEND OR COLLEAGUE?



WOULD YOU LIKE TO CONTINUE THE CONVERSATION AND ACCESS THE REPLAYS AND RESOURCES THERE?



WAS THE EVENT LENGTH (SESSIONS, BREAKS, OVERALL SCHEDULE) ABOUT RIGHT?

