

ANNUAL WOMEN'S HEALTH LUNCHEON

BRIGHAM HEALTH



BRIGHAM AND WOMEN'S
Mary Horrigan Connors Center
for Women's Health and Gender Biology



HARVARD
MEDICAL SCHOOL

Keynote Speaker Opportunity

Every year, on the Friday of Mother's Day weekend, Boston-based Brigham and Women's Hospital hosts its Annual Women's Health Luncheon to spotlight the work being done by the Connors Center for Women's Health and Gender Biology, a national leader and change agent in women's health.

- Luncheon draws more than 500 influential business leaders and philanthropists
- Keynote speaker is followed by three brief TEDMED-style presentations
- Content includes groundbreaking research and compelling patient stories

Luncheon proceeds directly benefit the Connors Center and its work to ignite change, catalyze research, bolster knowledge, and transform education for the next generation of leaders in women's medicine.

Previous Keynote Speakers



2019 | Tara Westover

Author: New York Times
bestseller memoir *Educated*



2018 | Lesley Stahl

Journalist, 60 Minutes
correspondent

Author: *Becoming Grandma:
The Joys and Science of the New
Grandparenting*



2017 | Ann Romney

Philanthropist

Former first lady of Massachusetts

Author: *In This Together: My Story*

womenshealthluncheon.org



2020 Theme: Mental Health and Resilience

Keynote Speaker Exposure Opportunities

Pre-Event

- Name and photo included in print and email invitations sent to 5,000+ donor households
- Promotion in a dedicated “Meet the Speaker” email and on the hospital’s event website
- Additional promotional opportunities in conjunction with any event media sponsor(s)
- Dedicated social media promotion on BWH Facebook and Instagram (organic and boosted)
- News release announcing event speakers and programming

Post-Event

- Print and email communications sent to attendees and sponsors with keynote mention
- Photo and caption included in Brigham Donor Newsletter (100,000+ households)
- Video of keynote presentation hosted on event web page
- Opportunities for media coverage

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