

NWiR Day

NWiR Day 2023 Summary

NWiR Day is the premier seminar for women in the roofing industry and the ONLY seminar where the entire program is focused on the unique challenges and opportunities affecting women in the roofing industry. Many people experience a gap between what they already know and what they need to know to be the best at their jobs. At NWiR Day, sessions are designed to help bridge that gap, whether it is learning the latest application techniques, creating a company culture that attracts and retains talent, speaking with leading marketing and technology providers, or developing short-term and long-term business strategies.



50%

NWiR members that own or work for a roofing contractor

30%

NWiR members are the only woman or one of few women in their company

Fifty percent of NWiR members classify themselves as owning or working for a roofing contracting company, and 30% of NWiR members report that there are none or only a couple of women in their organization. A steadily rising membership in NWiR and attendance at NWiR Day is clear evidence for the need for this woman-to-woman engagement in roofing.

NWiR Day Survey Results

Research on developing women leaders indicates that women feel empowered and included when they can network with and be mentored by other women. NWiR Day is the ONLY place where women can network with and be mentored by other women from the roofing industry. Learning from other women as they navigate sales, marketing, operations, and project management helps employees succeed in the short term and overall by aligning their personal goals, their company's goals, and their newfound knowledge.

93%

said the day met, exceeded or far exceeded expectations



65%

stayed for the evening reception

73%

connected with women who live in their local area

40%

were first-time attendees to NWiR Day

Looking specifically at
NWiR Day 2023, the benefits
are clear for women to
expand their networks:

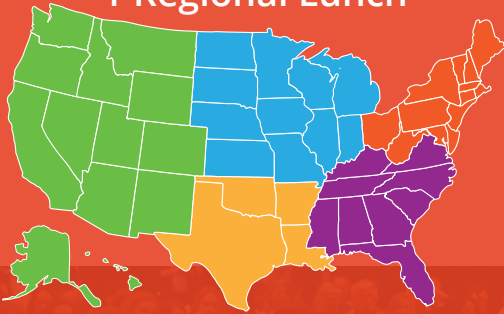
510

Registrants & Attendees

Speakers & Presenters 53

32 Breakout Sessions

1 Regional Lunch



Power of Networking

Research shows that salespeople who have superior product knowledge, develop extensive networks beyond the person controlling the immediate sale, and understand the breadth of issues facing their customers have the most long-term success. Focusing only on “what sales can you make tomorrow” fails to encompass a long-term strategy and creative thinking. Attendees can develop contacts from the rooftop to the boardroom with women at all stages in their careers.

Spreading the Word

We are so fortunate to have great coverage in print, photos, and videos from several media outlets. Here are a select few:



[Live from NWiR Day 2023](#)



[National Women in Roofing Day Award Winners Embody Strong Commitment and Leadership](#)



[Following the Path to Success at NWiR Day 2023](#)

NWiR Day 2023 attendees demonstrate a significant return on investment. Companies continue to invest in marketing technologies, recruitment efforts, and service tools but often struggle to implement sufficient strategies to utilize them. There are many reasons for this, and no seminar can solve all of them, but investing in the team by giving them the education to do more with the tools they have is an excellent start.



NWiR

National Women in Roofing
www.NationalWomeninRoofing.org