

Eleanor Lamb | Staff Reporter

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Women In Trucking Conference Announces Virtual Plans



Attendees at a past WIT conference. (Women In Trucking Association)

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The Women In Trucking Association's annual conference will be virtual this year, a decision made in light of the recent surges of COVID-19 cases.

The conference will take place online Nov. 12-13. It was scheduled to take place Sept. 23-25 in Dallas.

Brian Everett, head of strategy and management for the Women In Trucking Association, said the decision was made after soliciting feedback from more than 400 association members, sponsors and exhibitors.

"[The decision] has confirmed that our community is fully supportive of a virtual conference," Everett said.

Based in Plover, Wis., WIT is a nonprofit organization that focuses on encouraging the employment of women in the trucking industry. According to the association, women make up 10% of truck drivers.

The online event will feature educational sessions, panel discussions, peer group meetings and virtual exhibitions.

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The educational sessions will focus on critical transportation issues and trends and will include perspectives of women in the industry. Themed tracks will cover subjects such as leadership, professional development, talent management, operations and sales and marketing.



Voie

Panels will include input from industry leaders and professional drivers, and the peer-to-peer discussions will center on areas of common interest.

“Diversity in experience, skills and perspective is proven to be critical to the success of any company in transportation, and gender diversity is a critical path to this goal,” WIT President Ellen Voie said. “This conference is one way for our industry to share new ideas and best practices that encourage the employment of women, recognize their accomplishments and success stories, and ultimately minimize obstacles faced by women in this industry.”

This event marks the association’s sixth annual conference. Attendees generally represent motor carriers, logistics firms, manufacturers, truck driving schools, insurance providers and fitness services.

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