

Women in Automotive Announces Conference Return – Expects to Double Attendance for Second Year

A success in its first year, the Women in Automotive Conference is gearing up for a bigger event in 2016 to assist the automotive community in recruiting, retaining and developing female employees and leaders.

Orlando, FL ([PRWEB](#)) January 11, 2016 -- Building off a hugely successful inaugural 2015 event, Women in Automotive, a group founded to accelerate the role of women in the automotive industry, has announced its second annual conference. The event is set for June 26-28 at the Omni Orlando Resort at ChampionsGate in Orlando, Florida.

The focus of the 2016 conference will be on educating and empowering the automotive community on leadership and trends that positively impact employment and sales growth within the female market.

“More than 300 professionals from across the country attended the inaugural Women in Automotive Conference in 2015, and we expect to double attendance at our 2016 event,” stated Christy Roman, Founder of Women in Automotive.

This year’s event, expanded to a two-and-half day format, will include seminars, workshops and keynote speakers – all designed to assist in capitalizing on the benefits of women both as employees and automotive consumers. The goal is to move the automotive industry forward as it relates to one of most influential segments of the market: Women. Regardless of gender, all automotive professionals are encouraged to attend this unique opportunity for gaining insight on an industry hot topic.

Sponsors and attendees from 2015 included AutoNation, Asbury Automotive Group, Hendrick Automotive, BMW Careers, General Motors, Cars.com, Cox Automotive, CDK Global and Digital Airstrike.

Industry associations included the Florida Automobile Dealers Association and the Women's Automotive Association International.

Speakers, seminars and workshop topics will be announced in the coming months.

For more information, please visit WomeninAutomotive.com.

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