



Inaugural Kentucky **DIVERSITY, EQUITY & INCLUSION** SUMMIT

Presented by  **Frost
Brown Todd**
ATTORNEYS

October 26, 2022

Louisville Marriott Downtown

POST-EVENT REPORT

Inaugural Kentucky **DIVERSITY, EQUITY & INCLUSION SUMMIT**

The Diversity Equity & Inclusion Summit brings together business, civic and education professionals to explore how we can advance this crucial issue to better shape our workforce of the future. Join us as we take a look at some of the components – such as criminal justice, economic empowerment, education equity, and inclusive business practices – needed to build a stronger and more united future where all Kentuckians can grow and thrive.



The speakers and panelists were phenomenal.

I thought the event was very well done, and you knocked it out of the park for the inaugural event. Registration was efficient. The setup was great and the agenda flowed nicely for the day. The venue was also beautiful!

Overall, it was a great experience. Great venue, great atmosphere, great people, great content.

This was a wonderfully executed event, from speakers to content to breaks, etc.

Very well done. Kudos all around! You came out with a bang on this one. There was not a single session I was willing to miss any part of. Thank you for doing this!

I loved it! The speakers were phenomenal!!!!

Truly amazing.

Great speakers and panelists. Great discussions.

From the presenters, panelists and topics, this was the best inaugural event ever!

Very powerful.

I must admit I was not looking forward to this, as I thought it was something I needed just to say I have been trained in DE&I. I was pleasantly surprised by how much I learned. It was wonderful. Aaron Thompson was awesome! I could listen to him all day.

This was an AMAZING inaugural event for the Chamber. Really great to hear so many different perspectives on many different areas of DE&I. Looking forward to having a table next year and bringing all of my colleagues.

Wonderful summit that provided hope and ideas for moving forward.



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Those in attendance saw and heard your company name through:

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Slides shown

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Event program

ATTENDEE DEMOGRAPHICS

Titles (of those in attendance)

14% Executive

28% Director

29% Manager

29% Other

Industries Represented:

62% Services

17% Finance, Insurance, and Real Estate

8% Transportation, Communications, Electric, Gas, and Sanitary Services

5% Public Administration

5% Manufacturing

2% Agriculture, Forestry, and Fishing

1% Wholesale Trade

Company Size (# of employees):

49% 0-100

16% 101-250

9% 251-500

7% 501-1000

19% 1001+

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Inaugural Kentucky **DIVERSITY, EQUITY & INCLUSION SUMMIT**

BRAND VISIBILITY

IN-HOUSE MARKETING

Email

13 Unique promotions
109,084 Emails delivered
24,148 Unique opens
883 Clicks

Social Media

FACEBOOK

4,527 Impressions
526 Engagements

TWITTER

9,732 Impressions
358 Engagements

Press

1 News Release

Website Presence

Sponsor logos and company webpage links displayed at
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Brand Exposure

Web, print, advertising and email.



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1 Kentucky Chamber News Print Ad



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