



**Kentucky Chamber  
Foundation**

*Accelerating Solutions. Building Opportunity.*



**Kentucky Chamber**

# 11th Annual Kentucky **WORKFORCE** SUMMIT

February 17-18, 2026 | Lexington

PRESENTED BY **Deloitte.**

## EVENT IMPACT REPORT







# EVENT OVERVIEW

The **Kentucky Chamber's Workforce Summit** brought together business, education, and policy leaders to examine the current workforce landscape and identify actionable strategies to strengthen Kentucky's talent pipeline. Focused on both immediate challenges and long-term solutions, the summit delivered practical insights on upskilling and reskilling, employer-driven partnerships, and innovative approaches to hiring and retention. Attendees gained valuable perspectives on workforce policy, economic trends, and the growing impact of technology and automation, while also exploring ways to expand workforce participation across diverse talent pools. The event fostered meaningful cross-sector collaboration and equipped participants with clear, actionable takeaways to drive workforce success within their organizations and across the Commonwealth.

## TESTIMONIALS

“

The team did a great job on setting things up for all the vendors, and constantly checked on us for all our needs.

Wonderful two days of learning, networking, and gaining exposure to new ways of thinking in a multi-disciplinary setting.

The conference is always superb, with excellent content and logistics.

There were some great sessions that I will bring back to my team.

This was my first time attending the Kentucky Workforce Summit, and it was a great experience. The speakers were engaging and informative. I appreciated the opportunity to learn, connect, and hear different perspectives on workforce development. Looking forward to future events!

Good to catch up with colleagues from out of my region and to make new ones.

Always timely content.

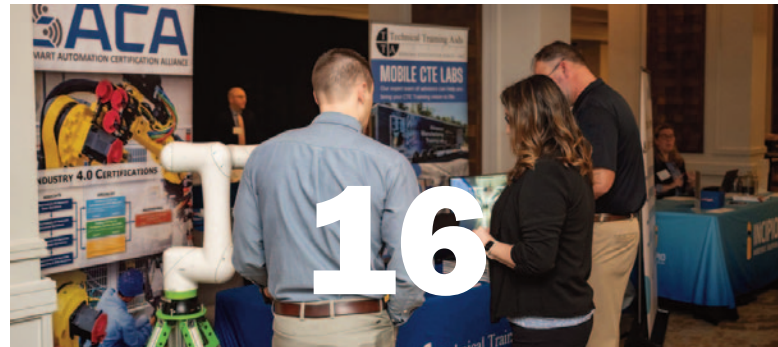
I walked away with insights that will impact the framing I use with partnering with industry leaders and also has shifted where I see certain benefits fitting with current workforce needs.

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# IMPACT AND VALUE



**ATTENDEES**



**SPONSORS & EXHIBITORS**

## EVENT EXPOSURE

- Sponsor signage/banners
- Slides shown
- Verbal recognition of sponsors
- Event manual

**THANK YOU SPONSORS  
FOR YOUR SUPPORT!**

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## ATTENDEE DEMOGRAPHICS

### JOB TITLES

- 20% Executive
- 28% Director
- 22% Manager
- 30% Other

### INDUSTRIES

- 75% Services
- 13% Public Administration
- 6% Manufacturing
- 3% Finance, Insurance, And Real Estate
- 2% Transportation, Communications, Electric, Gas, and Sanitary Services
- 1% Mining

### COMPANY SIZE

- 65% 0-100
- 18% 101-250
- 2% 251-500
- 3% 501-1000
- 11% 1001+



**OVERALL EVENT RATING  
4.5 OUT OF 5**

# BRAND VISIBILITY

## KENTUCKY CHAMBER IN-HOUSE MARKETING

### EMAIL

16	Unique promotions
80,699	Emails delivered
17,934	Unique opens
1,688	Clicks
808	Unique Clicks

### PRESS

1	News Releases
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## KENTUCKY CHAMBER SOCIAL MEDIA

### Facebook

4,763	Impressions
75	Engagements

### LinkedIn

6,376	Impressions
295	Engagements

### Twitter

1,133	Impressions
21	Engagements

## ADVERTISING

### FACEBOOK PAID AD

59,994	Reach
1,306	Engagements

### LINKEDIN PAID AD

12,379	Impressions
152	Clicks

### THE LANE REPORT

#### Print Ad

420,000	audience reach
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#### Digital Ads

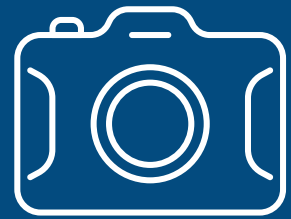
100,230	impressions
13	clicks

#### Email Blast

18,960	recipients
225	clicks
35.30%	open rate

#### Social Posts: Facebook, LinkedIn, Instagram

813	impressions
5	engagements



## EVENT PHOTOS

GALLERY PASSWORD:  
**WSUMMIT26**

DOWNLOAD PIN:  
**8830**

[View/Download Photo  
CLICK HERE](#)



# MAXIMIZE YOUR IMPACT

**PARTNER WITH THE KENTUCKY CHAMBER** to put your brand in front of influential business leaders from across the Commonwealth. Sponsorship offers more than visibility — it creates meaningful opportunities to build awareness, strengthen credibility, and form valuable relationships with decision-makers who are actively engaged in growing Kentucky's economy. With a membership base that spans industries, communities, and company sizes statewide, the Kentucky Chamber provides unmatched access to a high-caliber business audience in an environment built for connection, promotion, and impact. Sponsor with us to align your organization with a trusted leader and expand your reach where it matters most.



## SPONSOR IN 2027

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