



Kentucky Chamber

2<sup>ND</sup> ANNUAL **KENTUCKY YOUNG PROFESSIONALS SUMMIT** presented by **Deloitte.**

**JULY 25, 2025**

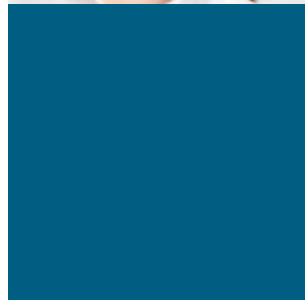
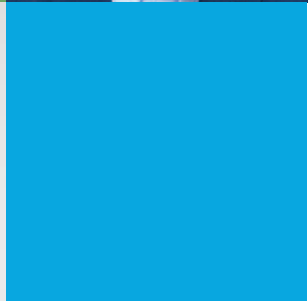
LOUISVILLE MARRIOTT EAST

# POST-EVENT REPORT

## Young Professional of the Year

Brandon Pennington

Harlan Tourist and Convention Commission





“

I can't choose a favorite session from today because they were all excellent!

I enjoyed hearing from Lt. Governor Coleman and US Representative McGarvey.

Excellent speakers in the line up!

Coach Scotty was a lot of fun and I surprisingly enjoyed the Cultural Anthropology one as well!

The speakers were phenomenal.

The speakers were excellent and I felt they covered a nice range of topics while coming back to a similar message.

Great speakers, great organization, love the schedule.

It was a great event that allowed for a lot of great speakers.

”







# RETURN ON INVESTMENT

## 2ND ANNUAL KENTUCKY YOUNG PROFESSIONALS SUMMIT



### ATTENDEES

Those in attendance saw and heard your company name through:

Sponsor signage/banners

Slides shown

Verbal recognition of sponsors

Event program

### ATTENDEE DEMOGRAPHICS

#### Titles (of those in attendance)

13% Executive

11% Director

14% Manager

62% Other

#### Industries Represented:

72% Services

9% Manufacturing

9% Public Administration

7% Finance, Insurance, and Real Estate

2% Transportation, Communications, Electric, Gas, and Sanitary Needs

1% Wholesale Trade

#### Company Size (# of employees):

68% 0-100

21% 101-250

7% 251-500

4% 501-1000



### SPONSORS & EXHIBITORS

The Young Professionals Summit has been and will continue to be successful thanks to our sponsors and exhibitors.

Thank you for your support!

**View our sponsors and exhibitors here.**



OVERALL EVENT RATING  
**4.3 OUT OF 5**

## BRAND VISIBILITY

# 2ND ANNUAL KENTUCKY YOUNG PROFESSIONALS SUMMIT

### IN-HOUSE MARKETING

#### Email

16	Unique promotions
117,289	Emails delivered
54,157	Unique opens
985	Clicks

#### Social Media

##### Facebook Ads

134,027	Impressions
1,855	Engagements

##### Facebook Posts

128,337	Impressions
23,109	Engagements

##### Twitter

8,199	Impressions
444	Engagements

##### LinkedIn Posts

13,518	Impressions
761	Engagements

#### Press

1	Media Alert
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#### Website Presence

Sponsor logos and company webpage links displayed at [www.kychamber.com/events/youngprofessionals](http://www.kychamber.com/events/youngprofessionals)

#### Brand Exposure

Web, print, advertising and email.

### OUTSIDE MARKETING

#### Digital

Ad – Run Dates: 5/12/25-6/6/25 – Business Lexington

E-blast – Run Dates: 1-June, 1-July – Business Lexington

#### Print

Ad – Run Date: 1-June – Business Lexington

#### Radio

Run Date: 1-June – Kentucky Sports Radio (KSR) – live read



To access the gallery, use the following case-sensitive password:

Gallery Password: **Youngpros2025**

Use the following 4-digit PIN to download photos:

Download PIN: **6666**



### SPONSOR IN 2026!

#### Contact:

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