2020-2021 Year In Review

2nd Anniversary Brunch

Inaugural National Black Marketers Day

IYKYK: Let’s Get Political
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About our Year in Review

This year has been a lit year for the Black Marketers Coalition!

We’ve had a chance to connect with hundreds of people across the nation through our programming, social media, and networking efforts.

Our Year in Review is a way to see the power of relationships, inclusion, and collectivism within the Black marketing community.
Mission & Vision

We’re here for all the ups, downs, & all arounds of being a Black Marketer. No matter what is going on, we show up authentically in and outside of the workplace.

We believe in:
promoting people not jobs
building relationships 1st
and handling business 2nd

We are the Black Marketers Coalition, founded on relationships, inclusion, and collectivism.
IYKYK: Lessons Learned Pt. 1

THURSDAY
OCTOBER 7TH
12P-1:30P EST

IYKYK: Let's Get Political

THURSDAY
AUGUST 19TH
12P-1:30P EST
This year, we successfully created our 1st signature program, **IYKYK**! This program is held every 1st Thursday of the month from 12pm–1pm ET (*unless that Thursday is the 1st of the month – uh, billing & reports*!).

Tickets are free and donations are requested through Eventbrite as a fundraising effort. Join us for **the littest lunch break ever!!!** We’ve reached over **500 unique visitors** since inception in November 2020, and we aren’t stopping now!

Check out our [YouTube channel](#) for the full catalogue of the IYKYK program.

We also founded **National Black Marketers Day**, to be observed annually on November 16. Check out our press release and page in the National Archives database for more information.
2022–2023 Plans

If you thought this year was great, get ready for next year! We’ll be bringing our signature program, IYKYK in a new exciting format.

Plus, we are adding 3 more signature programs:

1. **Staycation ‘22**: The 2022 Staycation is an 2-day summit in the heart of Atlanta, GA. This summit will be for us to learn skills from other Black marketers in person, work synergistically on projects, and turn up to celebrate our accomplishments afterwards.

2. **Daycation ‘22**: The 2022 Daycation is a 1-day retreat in the heart of Atlanta, GA. This retreat will be for us to connect with other Black marketers in person and relax a bit! If you love games, karaoke, good food, hookah, and a turn up - this isn’t the event you want to miss!

3. **Homecoming ‘22**: The 2022 Homecoming virtual conference is one that will inspire you to be the best marketer you can be, allow you to connect with other Black marketers and allies, and hold space to have the important conversations.
Joining the Coalition

If you’re a Black marketer and seeking an authentic, fun, and engaging community, join our GroupMe. This is a closed invite-only community, so please request here.

For our allies, please join us on LinkedIn for the same energy, bigger audience.
Sponsor Us

We’ve had a wonderful 2 years and we’re only getting better! This requires capital to bring fire programming, provide giveaways to our coalition, and fund the technology that we need to power these activities.

We’d love to have you join our list of sponsors – from Atlanta’s 59th Mayor, Kasim Reed, W2S Marketing, and Work Network Twerk; to allies like Dragon Army Agency and Soladay Olson. There’s room for you and we’d love to have you – email us and we’ll chat!
THANK YOU
BMC Community Partners
Chef X and the Pin & Proper Team
Amaris of Events by Amaris Janelle
Skyler Babine of Slim Shots Photography

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2nd Anniversary Brunch Partners

IYKYK: Where Does the Money Reside Affirmation
I AM WHERE THE MONEY RESIDES
I AM IN CONTROL OF MY FINANCES
I HAVE SECURED THE BAG
MY MONEY WILL MAKE ME MONEY
BECAUSE I AM WHERE THE MONEY RESIDES

IYKYK: Sneaky Links with our Director of Community Engagement
Partner with Us

Are you part of an organization that advances Black marketers, professionals, or communities?

If so, we’d love to consider an event partnership with you. Please hit us up with your idea and we’ll chat!
Follow Us

We love new followers! In fact, we’re over 500 followers strong across our social media platforms (and in our first year of creating them)!
2nd Anniversary Brunch at Pin & Proper (Atlanta, GA)

2nd Anniversary Brunch with some of our members
Get in Touch

We’d love to connect with you about joining and/or supporting the Black Marketers Coalition.

Here’s our contact information:

- Sponsorships
- Membership Request
- Website
Thank you!