

Black Woman Leading LIVE! Conference + Retreat

2024 Event Sponsorship Pitch Deck

Black Woman Leading®

Knights
CONSULTING

May 13-16, 2024
Marriott Virginia Beach Oceanfront
Virginia Beach, VA
www.BWLretreat.com



Black Woman Leading

Helping Black women
learn, heal, and
grow in their
leadership capacity.

www.BlackWomanLeading.com

ABOUT BLACK WOMAN LEADING®

Black Woman Leading®, an initiative of Knights Consulting LLC, was created to provide a safe space for Black women to sharpen leadership skills, strengthen professional relationships, and develop healthy coping skills to enhance mental wellness. Our research-based offerings include small group learning programs, coaching, special events, and a podcast to support Black women along their career journey.

With a focus on three core pillars—leadership development, mental wellness and self-care, and relationship management in the workplace—our programming is tailored by career level to provide just-in-time support that centers the experiences and needs of Black women in the workplace.

ABOUT THE BLACK WOMAN LEADING® LIVE! EVENT

The Black Woman Leading LIVE! Conference + Retreat is an annual event that builds on our program's foundational pillars. Over the course of four days, 150 Black women leaders come together for a transformational professional development experience. Event activities will include workshops, panels, wellness breaks, laser coaching opportunities, networking, and real-time workplace strategy planning.

Event goals:

- *Provide learning & reflection programming with practical action steps that can be integrated into a career development plan*
- *Foster community connection and holistic wellness opportunities through processing real workplace issues, strategizing next steps, and providing coaching and peer support opportunities*

EVENT LEARNING FOCUS – 150 PARTICIPANTS

Designed by Black women for Black women, this intimate retreat + conference will provide a deep dive into the heart and head work needed for holistic personal and professional development. Participants will learn directly from Laura Knights, Creator of the Black Woman Leading® program and podcast and her team of Black women coaches and experts, who will facilitate this transformative experience.

This conference is appropriate for emerging, mid-career, and senior leaders. True to our cultural roots; we believe there is much learning, growth, and healing to be gained by connecting and sharing wisdom across our community. While some sessions will apply to the full life-cycle of the Black woman's career journey, we will also have breakout moments for focused conversations by career level so that everyone gets what they need in this space.

01

Leadership Effectiveness

Participants will engage in self-awareness exercises, identify key strengths to build confidence, and learn key competencies to sharpen their leadership brand and effectiveness.

02

Community Healing

Participants will engage in peer support activities to process their workplace experiences, confront negative mindsets, build confidence, and strengthen mental wellness.

03

Career Growth Strategy

Participants will engage in learning, group masterminding and laser coaching activities to create a strategy for career movement, optimizing compensation, and managing professional relationships.

Founder & Event Host

Laura Knights is the Creator of Black Woman Leading® and Founder & CEO of Knights Consulting, LLC, where she helps organizations cultivate more confident, conscious leaders and high-performing teams. She is an executive coach, speaker, facilitator, and trainer with 19+ years of experience creating professional development programs that have touched leaders all over the world. Her expertise and background in business, human resources, adult education, and as a licensed clinical social worker uniquely equip her to teach others how to deal with both the “head work” and “heart work” required to succeed at work and in life. She was named the 2021 Top HR Professional of the Year by the Atlanta Association of Talent Development.

Laura is a teacher and master strategist at heart. She has always been dedicated to supporting Black women to move from surviving to thriving in both their personal and professional endeavors. Black Woman Leading® is the latest iteration of her efforts and a true passion project that combines all the best of her professional experiences and skills.



Laura E. Knights, LCSW

Learn more about Laura and the Black Woman Leading® team at www.blackwomanleading.com/team

Meet the Team

The Black Woman Leading team works together throughout the year to coach participants, develop & create content, and research & implement best practice programming for Black women leaders participating in the Black Woman Leading programs and events.



Dr. Chinasa Elue
Program Coach



Felicia Tate
Program Coach



Summer
Alexander
Program Coach



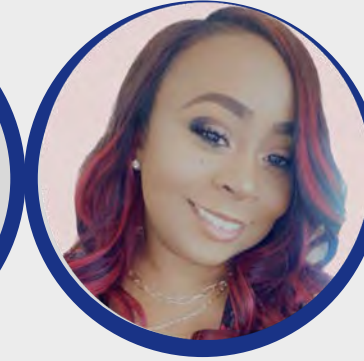
Karma Hill
Program Coach



Sunette
Thompson
Program Coach



Téa Campbell
Creative Content



Cheron Gee
Admin &
Events

Learn more about the Black Woman Leading® team at www.blackwomanleading.com/team

WHY SPONSOR?

Sponsoring Black Woman Leading LIVE! is a great investment for your organization. We'd love to partner with you, as you cement your commitment to supporting Black women leaders as they learn, heal, and grow in their leadership capacity.

Sponsorship of the Black Woman Leading LIVE! event offers a multitude of benefits:



**Enhance
Your Network**



**Gain audience
insights**



**Leverage targeted
marketing
opportunities**



**Generate sales
leads and
customers**



**Increase Brand
Awareness & Recognition**



**Take advantage of media
exposure & PR
announcements**



**Demonstrate support for Black
women and diversity, equity,
inclusion & belonging initiatives**

ATTENDEE SNAPSHOT + AUDIENCE REACH

Ages 35-55

86%

Annual Salary
\$100-250K

70%

Average yrs of
work experience

15

Career Level

5%	50%	45%
Early Career	Mid- Level Leader	Senior Level Leader

Would recommend
to a friend

100%

Sponsored
by employer

75%



Social Media
Accounts
Reached (IG, FB,
LinkedIn last 90
days)

54,435

Social Media
Impressions
(IG & LinkedIn last 90
days)

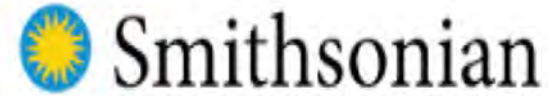
141,311

Podcast
Downloads

20,500+

Black Woman Leading® has a global participant base serving early, mid-career, and senior leaders across various industries including government, technology, healthcare, education, real estate, finance, and non-profit organizations.

EMPLOYERS WHO HAVE SPONSORED PARTICIPANTS IN OUR PROGRAMS





**Contact Kenneice
Wilson-Smith to discuss
sponsorship opportunities.**

**470-877-1496
kwilson@TBCMediaGroup.com**

**Thank
You**

