



**IBE**® | **50**  
YEARS

INDIANA BLACK EXPO 1970-2020

Minority Small Business Series  
Marketing Report | YTD 12.10.20



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# Summary

## Cumulative Series Statistics

- Total Webinars – 11
- Total Registrants – 2,724
- Total Attendees – 1,395
- Total Social Posts – 22
- Total Promotional Emails – 22
- Total Email Recipients – 357,790

## SERIES HIGHLIGHTS

4.62

Out of 5 rating from attendees

99.4%

Would recommend this webinar series  
to friends and colleagues.

98.6%

Who would attend additional webinars in  
this series



# Sponsors

## Sponsors Information

# Minority Small Business Page – Click to Visit Live Page

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INDIANA BLACK EXPO 1970-2020

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Minority Small Business Series

presented by KeyBank

Small businesses form the heart of our communities, offer local employment, and contribute to well being. They must thrive and grow to close the wealth gap that exists in our country. That's why we've teamed up with the [Indiana Economic Development Corporation](#) and [Indiana Small Business Development Center](#) to create a webinar series specifically for minority business owners. Topics will include starting a business, business operations, financial health, marketing, developing banking relationships, and succeeding in the post COVID-19 world. We will feature minority business owners who will share their experiences and suggestions for success through panel discussions and Q&A sessions. Whether your business is up and running or you are just ready to get started, this series will help you achieve your goals.

Upcoming Webinar

The Legalities of Starting Your Own Business

November 19th, 2020, Noon-1:30pm

Join us for this free webinar where our panel of experts will discuss areas of importance for start-ups and small businesses addressing the legal issues of contract negotiations, performance and protection liabilities, partnerships, etc.

Get your questions about starting a small business answered by people who have the answers.

Sign Up Now

Important Small Business Resources:

Small Business Restart Fund

Gov. Holcomb approved \$30 million in federal funding made available through the CARES Act to small business restart grants, helping accelerate the speed of economic recovery.  
[Learn more here >](#)

Indiana Small Business Development Center

One-on-one consulting, strategic planning, market research reports, and loan assistance are a few services the Indiana SBDC offers at no cost to clients. [Learn more here >](#)

COVID Recovery Resources

No matter what your situation as a consequence of COVID-19, the State of Indiana has assembled a set of resources to help you move forward. Get additional state-wide resources [here >](#)

Upcoming Series Topics:

- How to Do Business During COVID-19
- PPP Loan Forgiveness
- Procurement and New Business Opportunities
- Legal Issues for Small & Emerging Businesses
- The ABCs of Starting Your Own Business
- Business Formation
- Establishing Your Business Credit
- The Advantages of Becoming a Certified Minority-Owned Business
- Marketing & Sales Through Social Media
- How to Access to Capital and Secure Loans
- Financial Literacy and Cash Management
- Increasing Your Capacity and Opportunities Through Partnerships
- How to Secure Business from Private and Public Sectors
- CEO Roundtable Focusing on the Needs of Minority Businesses

Past Sessions / Event Replays

[Subscribe to Our YouTube Channel for More >](#)

Small Business Funding Options

Minority Small Business Series

Business Structures and Formation

Minority Small Business Series

Upping Your Digital Game to Combat COVID-19

Minority Small Business Series

One Page Business Plan

Minority Small Business Series

Launch Your Own Business Workshop

Minority Small Business Series

Indiana's Rapid Recovery Initiatives

Minority Small Business Series

Moving Beyond Diversity to Racial Equity in the Workplace

Minority Small Business Series

There's Still Time: CARES Act & PPP Loan Forgiveness

Minority Small Business Series

Small Businesses & The New Stimulus Package

Minority Small Business Series

Sign Up for Series Updates

Get email notifications as webinar details and schedules become available.

Name

First

Last

Company Name \*

Email \*

Enter Email

Confirm Email

Phone

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INDIANA BLACK EXPO

IBE, a 501(c)(3) nonprofit, has been a pillar of the African-American community for decades. As a year-round, multifaceted community service organization with 12 chapters, IBE works to create and advance opportunities for families in central Indiana.

GET AROUND

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Minority Small Business Series

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IBX

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CONTACT INFO

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Indianapolis, IN 46219

Phone: 317-925-2703  
Fax: 317-937-5222

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ACCEPT



# Minority Small Business Series

## Sample Session Slide



INDIANA BLACK EXPO 1970-2020

### Minority Small Business Series

Presented by KeyBank

## Small Business Funding Options

Panel:

**Gwendolyn M. Simmons, MBA** - Sr. Outreach Specialist/Supplier Diversity Liaison, Engaging Solutions

**Dan Drexler** - Regional Director, Central Indiana Small Business Development Center (ISBDC)

**Christopher Caldwell** - Senior Vice President, Head of Indiana Commercial Banking, Northwest Bank

**Rick Proctor** - Executive Director of Entrepreneur Services and BOI, Indy Chamber



# December

**Individual Webinars**

---

## December

### Webinar 12.08 – Benefits of Becoming a Certified Business

#### Metrics

- 432 Registered
- 211 Attended
- Ratings (Out of 5)
  - 4.8 Overall Experience
  - 4.7 Quality of Content
  - 4.73 Quality of Presentation
  - 94% Would Recommend
  - 100% Would Attend Other Webinars

#### Marketing Activities

- Instagram (11,758 Followers) 2 – Posts
- Facebook (24,576 Followers) 2 – Posts
- Twitter (6,247 Followers) 2 – Posts
- LinkedIn (1,020 Followers) 2 – Posts
- Email Marketing (35,678 Cumulative Recipients) 2 Emails

Event Replay: <https://youtu.be/N95Dk3UFudw>

## HIGHLIGHTS

---

# 49%

Attended out of those who registered.

---

# 94%

Would recommend this webinar series  
to friends and colleagues.

---

# 100%

Who would attend additional webinars in  
this series



# November

**Individual Webinars**

---

## November

### Webinar 11.19 – Legalities of Starting Your Own Business

#### Metrics

- 201 Registered
- 67 Attended
- Ratings (Out of 5)
  - 4.73 Overall Experience
  - 4.8 Quality of Content
  - 4.73 Quality of Presentation
  - 100% Would Recommend
  - 100% Would Attend Other Webinars

#### Marketing Activities

- Instagram (11,745 Followers) 2 – Posts
- Facebook (24,563 Followers) 2 – Posts
- Twitter (6,238 Followers) 2 – Posts
- LinkedIn (1,015 Followers) 2 – Posts
- Email Marketing (10,134 Cumulative Recipients) 2 Emails

Event Replay: <https://youtu.be/18bPxooGIyY>

## HIGHLIGHTS

---

40%

Attended out of those who registered.

---

100%

Would recommend this webinar series  
to friends and colleagues.

---

100%

Who would attend additional webinars in  
this series



---

## November

### Webinar 11.05– Small Business Funding Options

#### Metrics

- 377 Registered
- 131 Attended
- Ratings (Out of 5)
  - 4.71 Overall Experience
  - 4.71 Quality of Content
  - 4.64 Quality of Presentation
  - 100% Would Recommend
  - 100% Would Attend Other Webinars

#### Marketing Activities

- Instagram (10,736 Followers) 2 – Posts
- Facebook (24,549 Followers) 1 – Posts
- Twitter (6,230 Followers) 3 – Posts
- LinkedIn (1,005 Followers) 2 – Posts
- Email Marketing (27,579 Cumulative Recipients) 2 Emails

Event Replay: <https://youtu.be/l58U6wePXvA>

## HIGHLIGHTS

---

# 34%

Attended out of those who registered.

---

# 100%

Would recommend this webinar series  
to friends and colleagues.

---

# 100%

Who would attend additional webinars in  
this series

October

**Individual Webinars**



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## October

### Webinar 10.15– Business Structure & Formation

#### Metrics

- 126 Registered
- 51 Attended
- Ratings (Out of 5)
  - 4.55 Overall Experience
  - 4.44 Quality of Content
  - 4.55 Quality of Presentation
  - 100% Would Recommend
  - 100% Would Attend Other Webinars

#### Marketing Activities

- Instagram (10,719 Followers) 2 – Posts
- Facebook (24,557 Followers) 1 – Posts
- Twitter (6,233 Followers) 1 – Posts
- LinkedIn (899 Followers) 3 – Posts
- Email Marketing (10,134 Cumulative Recipients) 2 Emails

Event Replay: <https://youtu.be/9TlIXbqNpr4>

## HIGHLIGHTS

---

# 40%

Attended out of those who registered.

---

# 100%

Would recommend this webinar series  
to friends and colleagues.

---

# 100%

Who would attend additional webinars in  
this series

September

**Individual Webinars**



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## September

### Webinar 9.24– Upping Your Digital Game to Combat COVID 19

#### Metrics

- 173 Registered
- 77 Attended
- Ratings (Out of 5)
  - 4.57 Overall Experience
  - 4.84 Quality of Content
  - 4.78 Quality of Presentation
  - 100% Would Recommend
  - 100% Would Attend Other Webinars

#### Marketing Activities

- Instagram (10,679 Followers) 2 – Posts
- Facebook (24,515 Followers) 2 – Posts
- Twitter (6,219 Followers) 2 – Posts
- LinkedIn (982 Followers) 2 – Posts
- Email Marketing (54,687 Cumulative Recipients) 3 Emails

**Event Replay:** <https://youtu.be/TuRhEuHVTII>

## HIGHLIGHTS

---

# 45%

Attended out of those who registered.

---

# 100%

Would recommend this webinar series to friends and colleagues.

---

# 100%

Who would attend additional webinars in this series

---

## September

### Webinar 9.21– Preparing for Job Interviews in the Virtual Environment

#### Metrics

- 42 Registered
- 33 Attended
- Ratings (Out of 5)
  - 4.45 Overall Experience
  - 4.72 Quality of Content
  - 4.72 Quality of Presentation
  - 100% Would Recommend
  - 90.91% Would Attend Other Webinars

#### Marketing Activities

- Email Marketing (660 Cumulative Recipients) 1 Emails

**Event Replay:** <https://youtu.be/HfLdk9JyPNQ>

## HIGHLIGHTS

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# 79%

Attended out of those who registered.

---

# 100%

Would recommend this webinar series to friends and colleagues.

---

# 90.91%

Who would attend additional webinars in this series



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## September

### Webinar 9.08– Creating a One Page Business Plan

#### Metrics

- 218 Registered
- 91 Attended
- Ratings (Out of 5)
  - 4.74 Overall Experience
  - 4.77 Quality of Content
  - 4.66 Quality of Presentation
  - 100% Would Recommend
  - 100% Would Attend Other Webinars

#### Marketing Activities

- Instagram (10,658 Followers) 2 – Posts
- Facebook (24,484 Followers) 2 – Posts
- Twitter (6,224 Followers) 2 – Posts
- LinkedIn (950 Followers) 2 – Posts
- Google My Business 1 – Post
- Email Marketing (46,054 Cumulative Recipients) 2 Emails

Event Replay <https://youtu.be/mX8b60y6UuU>

## HIGHLIGHTS

---

# 42%

Attended out of those who registered.

---

# 100%

Would recommend this webinar series to friends and colleagues.

---

# 100%

Who would attend additional webinars in this series

# August

**Individual Webinars**



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## August

### Webinar 8.03– Mayor Joe Hogsett – Moving Beyond Diversity to Racial Equity in the Workplace

#### Metrics

- 391 Registered
- 279 Attended
- Ratings (Out of 5)
  - 4.89 Overall Experience
  - 5.00 Quality of Content
  - 5.00 Quality of Presentation
  - 100% Would Recommend
  - 100% Would Attend Other Webinars

#### Marketing Activities

- Instagram (10,599 Followers) 3 – Posts
- Facebook (24,204 Followers) 3 – Posts
- Twitter (6,202 Followers) 3 – Posts
- LinkedIn (899 Followers) 3 – Posts
- Email Marketing (54,475 Cumulative Recipients) 2 Emails

Event Replay <https://youtu.be/x049eCek3IU>

## HIGHLIGHTS

---

# 71%

Attended out of those who registered.

---

# 100%

Would recommend this webinar series  
to friends and colleagues.

---

# 100%

Who would attend additional webinars in  
this series

---

## August

### Webinar 8.04 – Governor Holcomb Indiana’s Rapid Recovery Initiatives

#### Metrics

- 260 Registered
- 139 Attended
- Ratings (Out of 5)
  - 4.41 Overall Experience
  - 4.35 Quality of Content
  - 4.68 Quality of Presentation
  - 94.12% Would Recommend
  - 94.12% Would Attend Other Webinars

#### Marketing Activities

- Instagram (10,599 Followers) 3 – Posts
- Facebook (24,204 Followers) 3 – Posts
- Twitter (6,202 Followers) 3 – Posts
- LinkedIn (899 Followers) 3 – Posts
- Email Marketing (39,463 Cumulative Recipients) 2 Emails

Event Replay <https://youtu.be/uwuk8ARpMps>

## HIGHLIGHTS

---

# 53%

Attended out of those who registered.

---

# 94.12%

Would recommend this webinar series  
to friends and colleagues.

---

# 94.12%

Who would attend additional webinars in  
this series.

---

## August

### Webinar 08.20. 2020 – Launch Your Own Business

#### Metrics

- 379 Registered
- 246 Attended
- Ratings (Out of 5)
  - 4.77 Overall Experience
  - 4.90 Quality of Content
  - 4.85 Quality of Presentation
  - 100% Would Recommend
  - 98.15% Would Attend Other Webinars

#### Marketing Activities

- Instagram (10,599 Followers) 3 – Posts
- Facebook (24,204 Followers) 3 – Posts
- Twitter (6,202 Followers) 3 – Posts
- LinkedIn (899 Followers) 3 – Posts
- Email Marketing (39,463 Cumulative Recipients) 2 Emails

Event Replay <https://youtu.be/dpJ8UBI-P6Q>

## HIGHLIGHTS

---

# 65%

Attended out of those who registered.

---

# 100%

Would recommend this webinar series  
to friends and colleagues.

---

# 98.15%

Who would attend additional webinars in  
this series



July

## Individual Webinars

---

## JULY

### **Webinar 7.23** – There’s Still time: CARES Act and PPP Loan Forgiveness

#### **Metrics**

- 125 Registered
- 70 Attended
- Ratings (Out of 5)
  - 4.18 Overall Experience
  - 4.18 Quality of Content
  - 4.68 Quality of Presentation
  - 100% Would Recommend
  - 100% Would Attend Other Webinars

#### **Marketing Activities**

- Instagram (10,599 Followers) 3 – Posts
- Facebook (24,204 Followers) 3 – Posts
- Twitter (6,202 Followers) 3 – Posts
- LinkedIn (899 Followers) 3 – Posts
- Email Marketing (39,463 Cumulative Recipients) 2 Emails

**Event Replay** <https://youtu.be/gLgPooicLzY>

## HIGHLIGHTS

---

# 56%

Attended out of those who registered.

---

# 100%

Would recommend this webinar series  
to friends and colleagues.

---

# 100%

Who would attend additional webinars in  
this series

# APPENDIX



# December

**Work Examples**

# December – Work Examples

## Quick Stats

- 8 social posts
- 2 mass email campaigns
- 1 event landing page

**Pinned Tweet**

**Indiana Black Expo** @INBlackExpoInc · Dec 3

Do you lead a minority/woman/veteran-owned business?

Tuesday, 12.08.20 @ Noon, join our webinar and speak with our panel of experts about becoming a Certified MBE (Minority Business Enterprise) in the State of Indiana. Register now, It's Free!



The Benefits of Becoming a Certified Business - Indiana Black Expo  
indianablackexpo.com

**Indiana Black Expo** @INBlackExpoInc · Nov 30

Do you help lead a minority-owned or marginalized business?

Don't miss an opportunity to speak with our panel of experts about the benefits of transforming your business into an MBE (Minority Business Enterprise). Register now! [bit.ly/36np8uc](https://bit.ly/36np8uc)

#smallbusiness



REGISTER NOW!  
Minority Business Series  
**THE BENEFITS OF BECOMING A CERTIFIED BUSINESS**  
December 8th, Noon  
Virtual Webinar

**Indiana Black Expo, Inc.**  
Published by Agorapulse · November 30 at 7:04 PM

Do you help lead a minority-owned or marginalized business?

Consider becoming a certified minority-owned business! (MBE). Our upcoming webinar at noon on 12/08 will cover State as well as City and Corporate Certifications.

The process is straightforward. And there are numerous direct benefits, including access to several public and private opportunities such as training, subcontracting, being added to a directory of certified firms, and much more.... [See More](#)



REGISTER NOW!  
Minority Business Series  
**THE BENEFITS OF BECOMING A CERTIFIED BUSINESS**  
December 8th, Noon  
Virtual Webinar

**IBE 50**

**The Benefits of Becoming a Certified Business**  
December 8th, 2020 @ Noon

Minority Business Series presented by KeyBank

**ABOUT THIS SESSION**

There are many direct benefits to becoming a certified minority-owned business (MBE). The process is straightforward and the forms are simple to complete. Once you are certified you will have access to several public and private opportunities. This webinar covers the certification process for Minority Business Enterprises, Woman Business Enterprises, Veteran-Owned Small Businesses and Disadvantaged Business Enterprises.

We will cover state as well as city and corporate certifications.

- Qualify for MBE/WBE/VBE subcontracting opportunities on state contracts in Indiana
- Receive notification of state business opportunities
- Receive subcontracting opportunities
- Receive notice of upcoming needs such as subcontracting opportunities
- Access to a directory of certified firms
- Qualify as an MBE/WBE/VBE for partnering by limited and state universities, as well as other public and private organizations

**Session Panel of Speakers**

Charlotte A. Lawell	Cerille D. Blunt	Crystal Bell	Jafon Haggerty	Sean Howard
Former Program Director/Certification Specialist, Indiana Department of Transportation	Director, Office of Minority and Women Business Development, City of Indianapolis	Certification Specialist, State of Indiana, Department of Administration, Division of Supplier Diversity	Director, Minority Business Enterprise Services, Mid-States Minority Supplier Development Council	Supportive Services Lead, Indiana Department of Transportation, Economic Opportunity Division
Charlotte has over 20 years of experience in state government working in the areas of state and federal certification and regulatory compliance. Charlotte's career path included managing the Disadvantaged Business Enterprise (DBE) Program, a federally funded highway program, to ensure fair representation of those applying for certification to all being highway construction work. Charlotte has been the Civil Rights Division Chief for the Indiana Department of Transportation and Acting Deputy Commissioner, Indiana Department of Administration.	As Director, Cerille guides the efforts to ensure the inclusion of minorities in business opportunities and economic growth, and further the sustainability of business enterprise owned by minorities, women, veterans, and people living with disabilities. This includes crisis collaboration between city departments and community groups, working to improve relationships with business through research and certification, and serving as an advocate for the office and those it represents.	A native to the neighboring Midwestern State of Ohio and former of the University of Akron, Crystal relocated to Indiana and began to call Indianapolis home and work closely with the Deputy Commissioner of Certification as well as other entities to help support and ensure the success of the certification process in the state. Cerille was previously an entrepreneur and former educator. Crystal has a passion for growing, helping others and supporting more programs in doing their best while achieving their goals in general and especially within the area MBE/WBE. She brings a fresh perspective, energy and unique strength to the position.	Mid-States Minority Supplier Development Council is a regional affiliate of the National Minority Supplier Development Council. MMSDC and Mid-States Minority Supplier Development Council are to recruit new DBEs into the program, offer assistance and assist those who get certified and they are in the program. Sean Haggerty has worked with MMSDC in state in KY as a Certification Specialist where he received numerous DBE applications, conducted on-site visits and made certification recommendations. He later became the Supportive Services Lead where he assisted contractors, assisted new DBEs, coordinated efforts with other agencies, and guides DBEs with regards to RFPOT processes.	Supportive Services Lead, Indiana Department of Transportation, Economic Opportunity Division

**Series Sponsors**

KeyBank, AT&T, Delta, Indiana, IPT, etc.

**Series Partners**

IDOA, Indiana, etc.

**More from the Minority Business Series**

**Business Structures and Formation**

Creating your company and the implications of the decision you make at the very beginning whether an LLC, a Sole Proprietorship, a C Corporation, a General Partnership and so on.

[See the video now!](#)



# November

**Work Examples**



## Quick Stats

- Indiana Black Expo @INBlackExpInc · Nov 11**
- At our next Minority Small Business Webinar, experts will address important areas for start-ups and small businesses, including the legal issues of contract negotiations, performance and protection liabilities, partnerships, and more.
- Register Now!  
[bit.ly/35eHDAi](https://bit.ly/35eHDAi)
- 
- REGISTER NOW!
- Minority Business Series*
- THE LEGALITIES  
OF STARTING YOUR  
OWN BUSINESS**
- November 19th, Noon  
Virtual Webinar
- 2 1 7



○○○

A man with glasses is sitting at a desk, writing in a notebook. The background is a blurred office setting. A green overlay covers the entire image. In the center, there is a white icon of a computer monitor with a dollar sign and a cursor pointing at it. Below the icon, the text "REGISTER NOW!" is written in a bold, sans-serif font. Underneath that, "Minority Business Series" is written in a cursive script. The main title "SMALL BUSINESS FUNDING OPTIONS" is in a large, bold, sans-serif font. Below the title, the date and time "November 5th, Noon" and the format "Virtual Webinar" are listed in a smaller, sans-serif font. In the bottom left corner, there is a white arrow pointing right, with the text "NEXT WEEK!" inside it.

REGISTER NOW!

*Minority Business Series*

**SMALL BUSINESS  
FUNDING OPTIONS**

November 5th, Noon  
Virtual Webinar

NEXT WEEK!



...

## Second Panel & Speakers

**Denise Hart, MBA**  
 Founder and president of *Hart Strategic*

Denise held the founder and president of *Hart Strategic*, a full-service public relations firm, headquartered in Jacksonville, Indianapolis. Details of the business: Denise is a highly sought-after public speaker and workshop facilitator. She is passionate about empowering business and is a certified facilitator of the *Kaplan Foundation's* *Path2Success* program. She has extensive experience working with business and is a certified facilitator of the *Kaplan Foundation's* *Path2Success* program. She is passionate about empowering business and is a certified facilitator of the *Kaplan Foundation's* *Path2Success* program. She is passionate about empowering business and is a certified facilitator of the *Kaplan Foundation's* *Path2Success* program.

**Norma Boyd**  
 Account Executive McGraw-Hill  
 Insurance Group, Inc.

As an insurance professional since 1986, Norma began her insurance career at a commercial underwriter for The Hartford Insurance Company (Specializing in lines of accounts) and associations. She also held positions of supervisor and management there for 13 years. For the next 5 years, she held a position as a territorial manager at Travelers Insurance with the state of Indiana as her territory. Norma is currently a prospect for Midwestern Insurance Group, providing new types of service as a Commercial Insurance Account Executive.

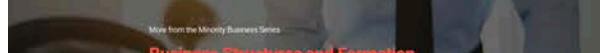
**Richard L. Rowley, Esq.**  
 R.L. Rowley & Associates, LLC

Richard has been practicing law since 1986. His past positions include serving as general counsel for the Indiana Department of Commerce, City Term Judge at the Marion County Circuit Court, Attorney at Tallahassee, FL, and legislative director for former Indiana Governor Joseph Kernan. He currently practices at the law offices... Rowley & Associates, LLC, where he focuses primarily on insurance-related matters, with both state and federal litigation.

**Rose James**  
 Global Transition Counsel for  
 Cognizant

Assuming roles as Global Transition Counsel covering the Cognizant Global Transition portfolio and is responsible for providing support on marketing, operations, and branding issues, including IP support for Power Systems Business Unit, assisting on the global financial transactions. Responsibilities currently on negotiation and drafting of development agreements, supply agreements, licenses, confidentiality agreements, and occasionally MSA projects, and serving as legal counsel to Cognizant Electronics and East Systems. Rose participated in the Marketing complex transition, including and negotiating the intellectual property support of such transactions. Rose has a passion for innovation and cutting-edge technologies and uses to keep things strong.

Prior to joining Cognizant, Rose was a Federal prosecutor for seven (6) years at the U.S. Department of Homeland Security where she established an Intellectual Property Law Practice Group within the Office of the General Counsel, the primary office of which was DHS Science and Technology Directorate, responsible for research and development and innovation for DHS.



More from the Minority Business Series

## Business Structures and Formation

Creating your company and the implications of the decision you make at the very beginning whether an LLC, a Sole Proprietorship, a C Corporation, a General Partnership and so on.

[Get more details](#)

<b>INDIAN BLACK EXPO</b>	<b>SET AROUND</b>	<b>CONTACT INFO</b>
<p>800-875-0200/800-875-0201, for more info of the African American community. The event is a celebration of traditional community values of agriculture and its impact, but wants to create and address opportunities for farmers and related fields.</p>	<p>Education Conference          African Spirit, Spirit          Employment Opportunities          Fair          Arts          Music</p>	<p>22000 Academy Boulevard          Prince George's          Prince Georges          20785          Phone: 202-624-1000          Fax: 202-624-1001</p>

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October

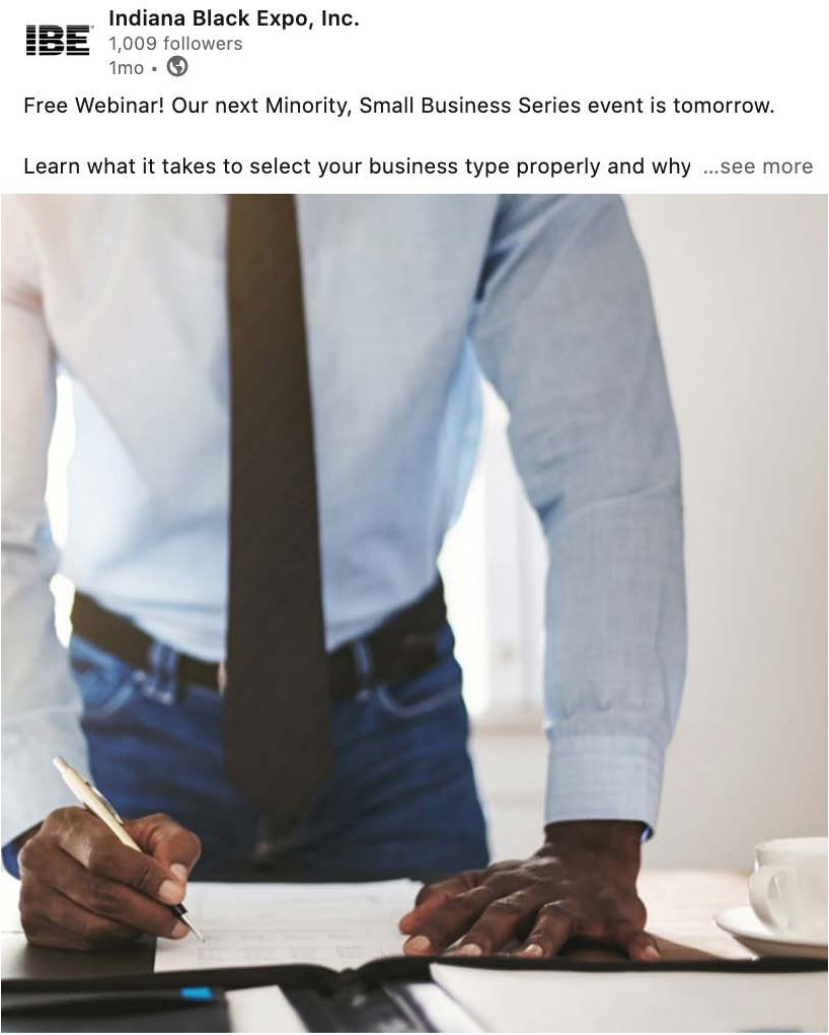
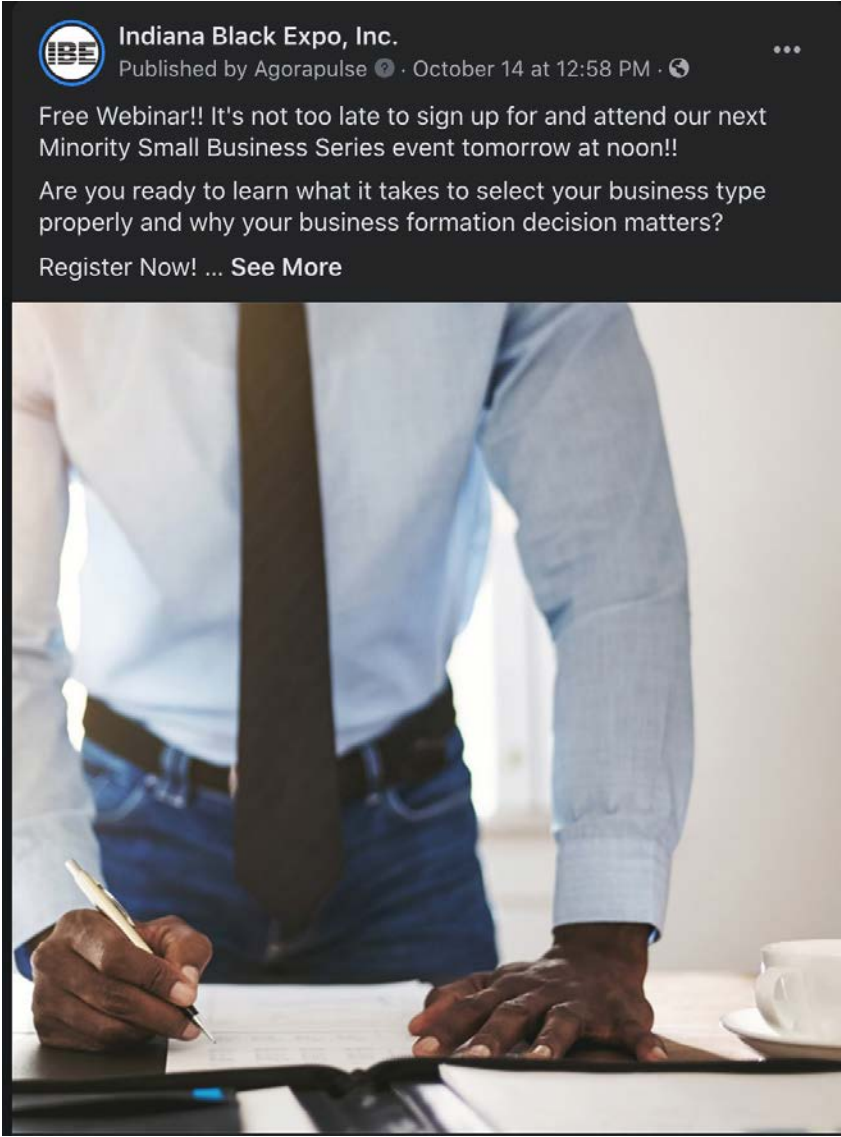
## Work Examples



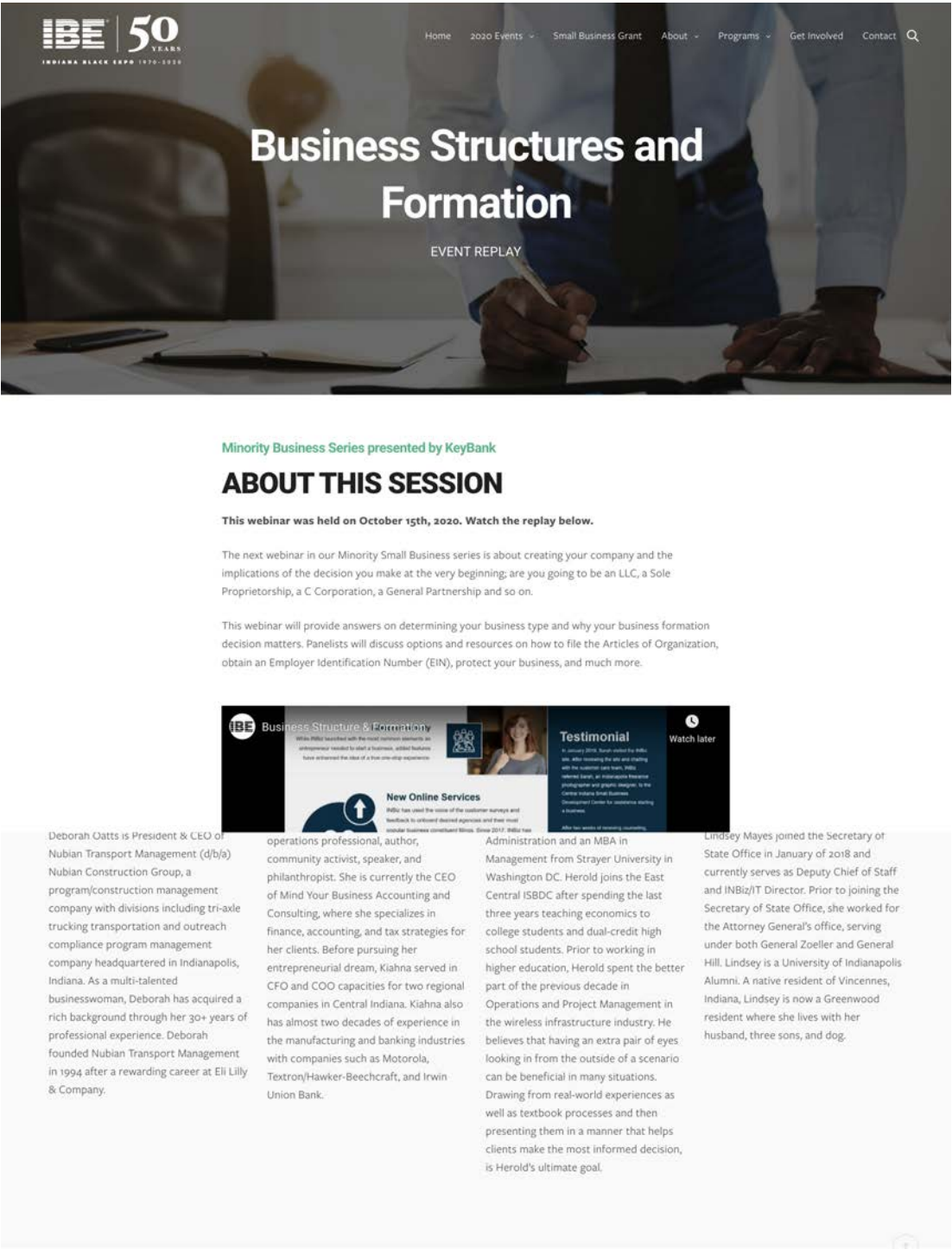
# October – Work Examples

## Quick Stats

- 7 social posts
- 2 mass email campaigns
- 1 event landing page



Social Like Comment



## Event Landing Page

# September

**Work Examples**

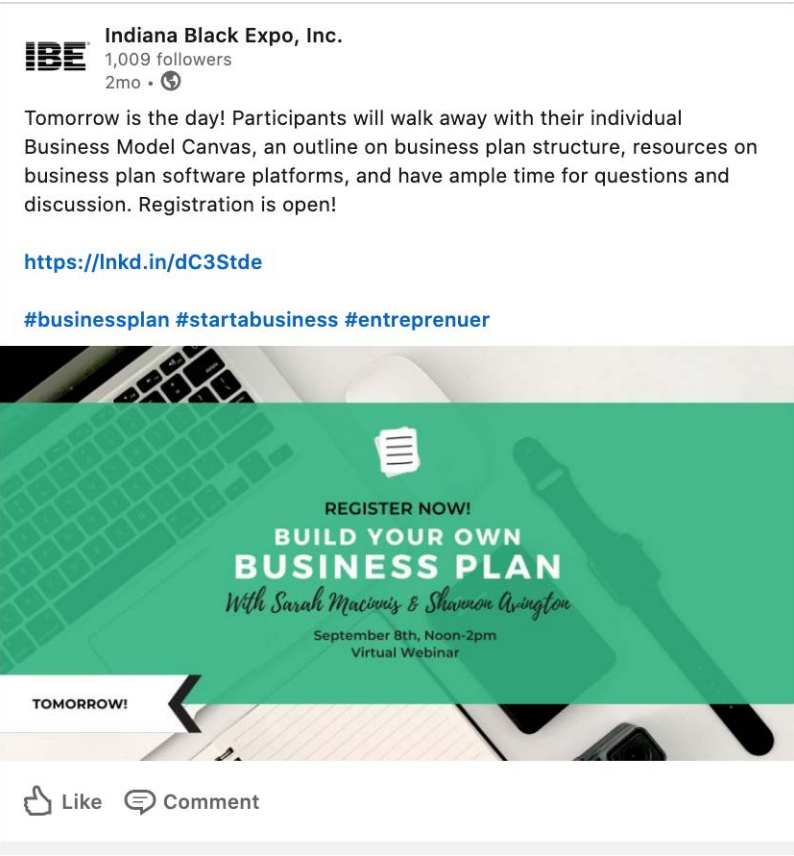
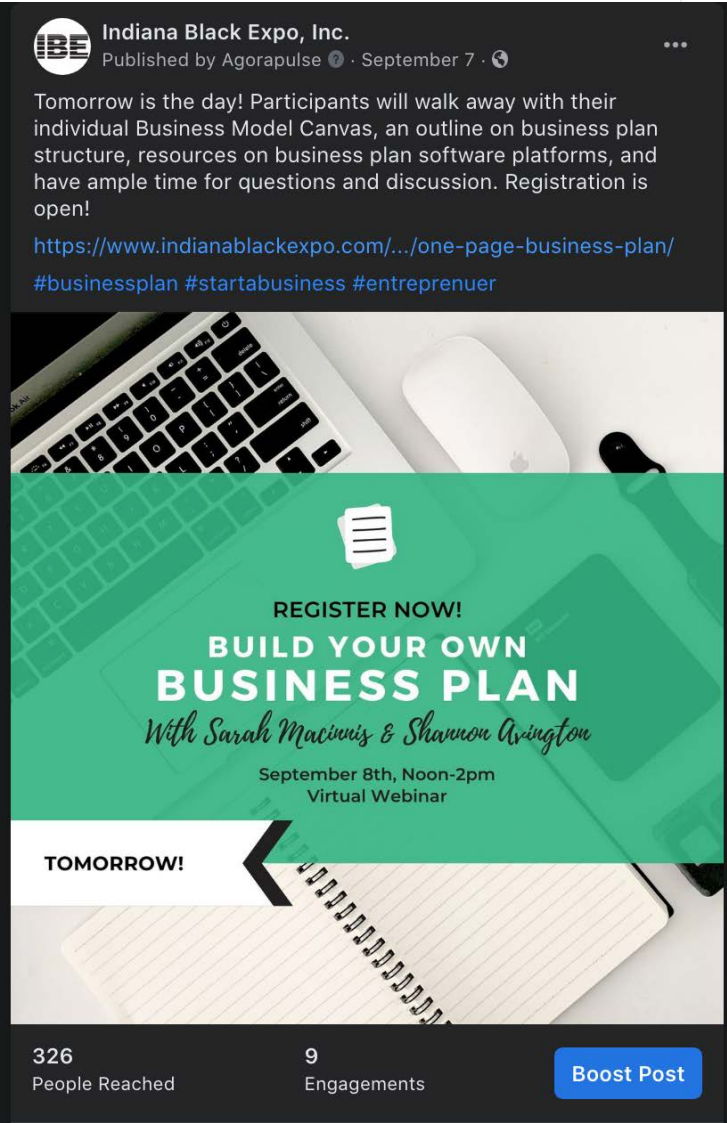


# September – Work Examples

## One Page Business Plan

### Quick Stats

- 8 social posts
- 2 mass email campaigns
- 1 event landing page



Social Posts

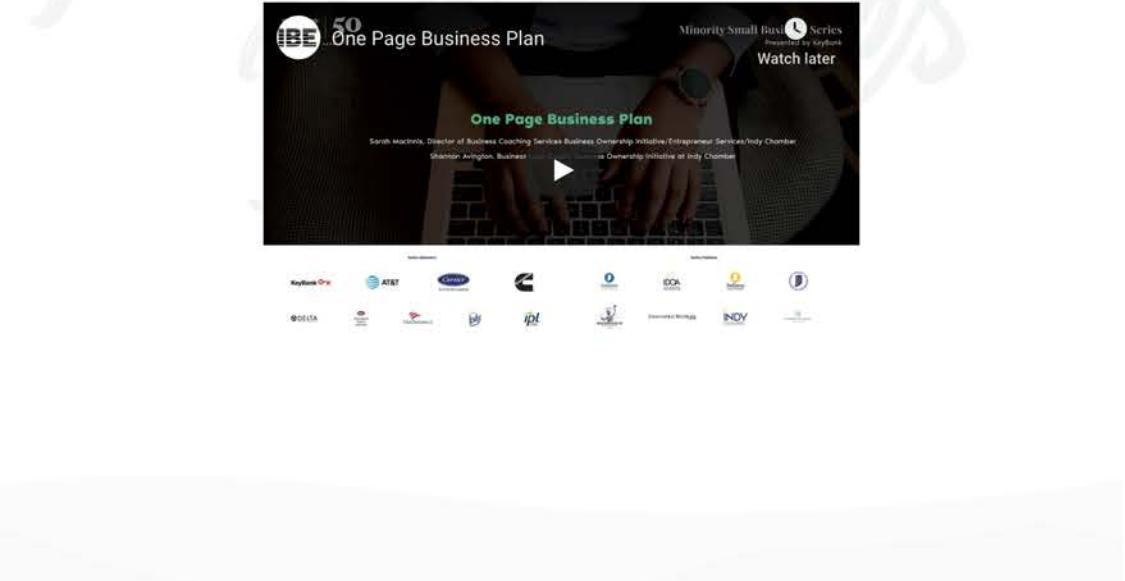


Minority Business Series presented by KeyBank

### ABOUT THE SESSION

Indy Chamber, Entrepreneur Services – One Page Business Plan. This session took place on September 8th, 2020. See the replay below.

Not sure how to start your business plan? Learn about the Business Model Canvas as a tool to help map, discuss, design, and invent new business ventures, or streamline existing business models. Its one-page, pre-structured layout identifies 9 building blocks that shape your business. It keeps key points highly visible to you or anyone interested in learning about your business. Once complete, the information contained in the Canvas can be used on its own, or can be written into a more detailed business plan. Participants will walk away with their individual Business Model Canvas, an outline on business plan structure, resources on business plan software platforms, and have ample time for questions and discussion.



Event Landing Page



# September – Work Examples

## Upping Your Digital Game to Combat COVID 19

### Quick Stats

- 9 social posts
- 3 mass email campaigns
- 1 event landing page

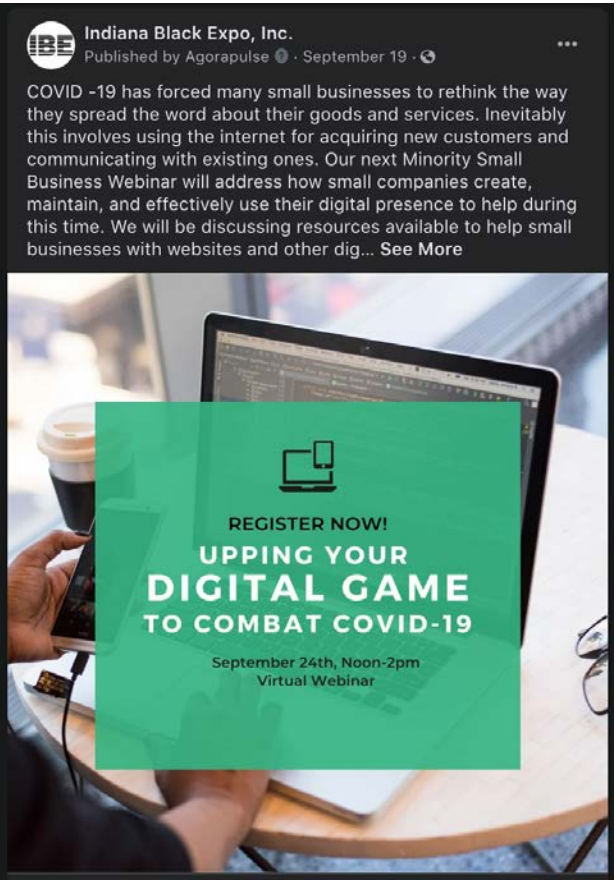


Indiana Black Expo, Inc.  
1,009 followers  
1mo •

COVID -19 has forced many small businesses to rethink the way they spread the word about their goods and services. Inevitably this involves using the internet for acquiring new customers and communicating with existing ones. Our next Minority Small Business Webinar will address how small companies create, maintain, and effectively use their digital presence to help during this time. We will be discussing resources available to help small businesses with websites and other digital marketing efforts. The Indiana Small Business Development Center will provide an overview of Project Hope and its partnership with the IU Kelley School of Business and other no-cost assistance programs available to eligible small businesses. We will also have a panel of digital marketing experts to discuss strategies and answer your questions.

<https://lnkd.in/d6ZBpe8>

#minorityowned #blackownedbusiness #webinar





Indiana Black Expo  
@INBlackExpoInc

Tomorrow is the next event in our Minority Small Business Series. Register Now!

[indianablackexpo.com/programs/uppin...](https://indianablackexpo.com/programs/uppin...)

#minorityownedbusiness #blackowned



TOMORROW!

11:00 AM · Sep 23, 2020 · AgoraPulse Manager

View Tweet activity



Minority Business Series presented by KeyBank

### ABOUT THIS SESSION

This webinar took place on September 24th. See the replay below.

COVID -19 has forced many small businesses to rethink the way they spread the word about their goods and services. Inevitably this involves using the internet for acquiring new customers and communicating with existing ones. Our next Minority Small Business Webinar will address how small companies create, maintain, and effectively use their digital presence to help during this time. We will be discussing resources available to help small businesses with websites and other digital marketing efforts. The Indiana Small Business Development Center will provide an overview of Project Hope and its partnership with the IU Kelley School of Business and other no-cost assistance programs available to eligible small businesses. We will also have a panel of digital marketing experts to discuss strategies and answer your questions.



### Event Landing Page

# August

## Work Examples



# August – Work Examples

Mayor Joe Hogsett – Moving Beyond Diversity to Racial Equality in the Workplace


## Quick Stats

- 15 social posts
- 2 mass email campaigns
- 1 event landing page


Indiana Black Expo

MINORITY BUSINESS SERIES  
KEYNOTE ADDRESSES

REGISTER NOW



MAYOR HOGSETT



GOVERNOR HOLCOMB

IBE

inblackexpoinc • Following

...

IBE

inblackexpoinc Indiana Black Expo announced today that Mayor Joe Hogsett and Governor Eric Holcomb will provide keynote addresses as part of its annual Minority Business Series. IBE's regular 2-day Business Conference has been expanded to an annual business series to focus on helping businesses survive and grow during this global pandemic.

"The Black community has been hit harder as a result of COVID-19 and we are excited to have Mayor Hogsett and Governor Holcomb join us as part of our Minority Business Series and share their vision and initiatives designed to assist and support minority businesses and underrepresented communities

9 likes

JULY 28

Comments on this post have been limited.

IBE

Indiana Black Expo, Inc.

945 followers

1mo •


...

Indiana Black Expo announced today that Mayor Joe Hogsett and Governor Eric Holcomb will provide keynote addresses as part of its annual Minority Business Series. IBE's regular 2-day Business Conference has been expanded to an annual business series to focus on helping businesses survive and grow during this global pandemic.


Indiana Black Expo

MINORITY BUSINESS SERIES  
KEYNOTE ADDRESSES

REGISTER NOW



MAYOR HOGSETT



GOVERNOR HOLCOMB

6

Like Comment Share Send

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IBE

Indiana Black Expo

@INBlackExpoinc

...

Mayor Joe Hogsett and Governor Eric Holcomb will provide keynote addresses as part of the Minority Business Series. [indianablackexpo.com/minority-small...](https://indianablackexpo.com/minority-small...)

The webinars will take place August 3rd at 9:30 am, and August 4th at 2pm. Register Now!

[#indy](#) [#minoritybusiness](#) [#blackownedbusiness](#)

Indiana Black Expo

MINORITY BUSINESS SERIES  
KEYNOTE ADDRESSES

REGISTER NOW



MAYOR HOGSETT



GOVERNOR HOLCOMB

IBE

50 YEARS

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Moving Beyond Diversity to Racial Equity in the Workplace

EVENT REPLAY

Minority Business Series presented by KeyBank

ABOUT THE SESSION

This webinar was held on Monday, Aug 3rd, 2020. A replay of this session is below.

As corporate America steps up to condemn racism and discrimination in the workforce, strategies must be implemented to ensure people from underrepresented communities are recruited and advanced and robust diversity, equity, and inclusion strategies are implemented to level the playing field. Diverse ideas are needed to flourish, connect talented individuals from underrepresented backgrounds with opportunities that those in the majority often have unfair access to, and empower the best companies to thrive. This webinar will address the steps companies are taking to create a diverse, equitable, and inclusive workforce.

IBE

Mayor Joe Hogsett – Moving Beyond Diversity to Racial Equity in the Workplace

Minority Business Series

Presented by KeyBank

Keynote: Mayor Joe Hogsett, City of Indianapolis

Panelists: Candice Brant, Director, Office of Minority Affairs, City of Indianapolis; Angela Smith, Deputy Mayor, City of Indianapolis; Lyle Outen, VP & Chief Diversity and Inclusion Officer, Indiana University Health; Ron Smith, Executive Vice President, Indiana University Health; Pam Hoggel, Vice President, School of Public Health

Panelists: Candice Brant, Director, Office of Minority Affairs, City of Indianapolis; Angela Smith, Deputy Mayor, City of Indianapolis; Lyle Outen, VP & Chief Diversity and Inclusion Officer, Indiana University Health; Ron Smith, Executive Vice President, Indiana University Health; Pam Hoggel, Vice President, School of Public Health

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Session Panel & Speakers



Keynote

MAYOR JOE HOGSETT

City of Indianapolis

Mayor Joe Hogsett is the 49th mayor of the City of Indianapolis. During his time in office, Mayor Hogsett has lifted the city's 35-year moratorium on new streetlights, launched a comprehensive criminal justice reform effort, and invested millions in grassroots violence-reduction efforts. With the unanimous support of the City-County Council, Mayor Hogsett has laid out an infrastructure plan that will spend more than 400 million dollars on roads, streets, and sidewalks over the next four years, making much-needed investments in Indianapolis' neighborhoods.

Mayor Hogsett is committed to creating a city where prosperity and opportunity are attainable for all. In 2016 he launched Project Indy, a program that has positively impacted over 6,000 young adults in Marion County by engaging them in the workforce. In 2018 Mayor Hogsett and city leaders created Indy Achieves, an education program aimed at increasing the number of Marion County residents qualified for the jobs of the 21st century. In this keynote address, Mayor Hogsett will speak about the city's commitment to supplier diversity and opportunities for small minority and women-owned businesses.

Social Posts

Event Landing Page

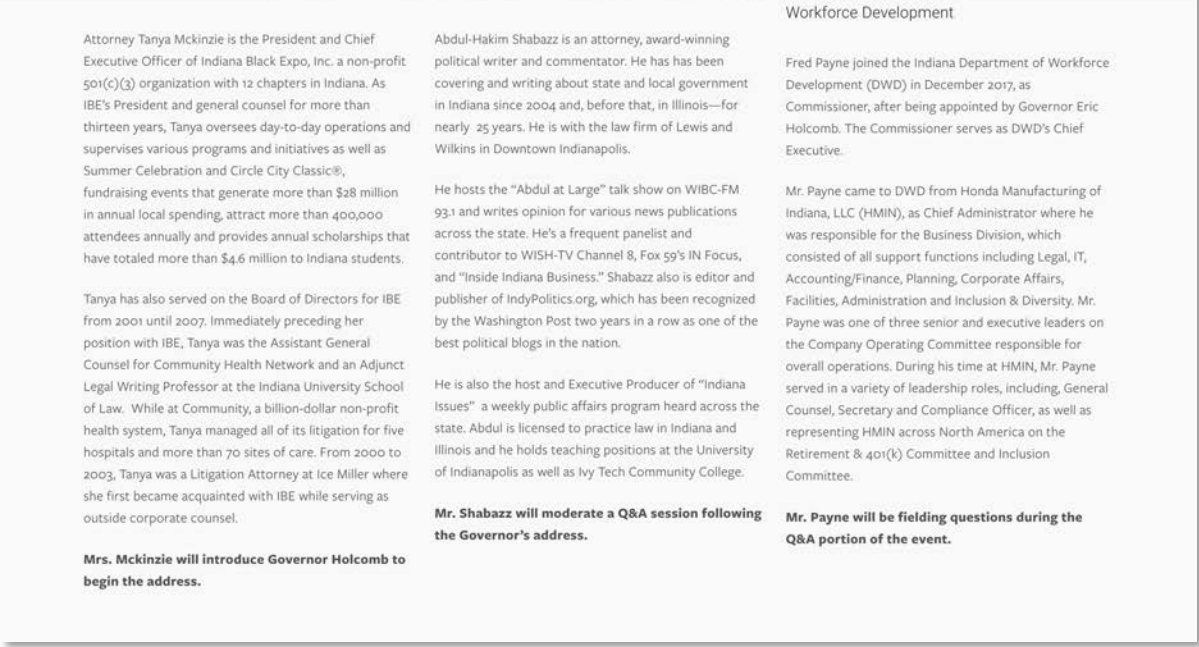
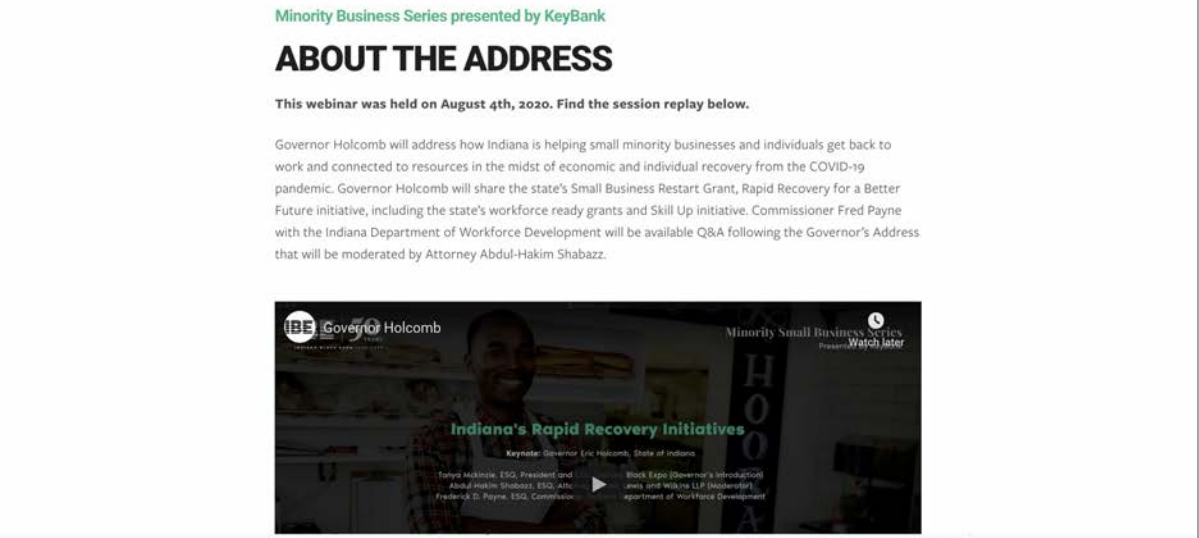
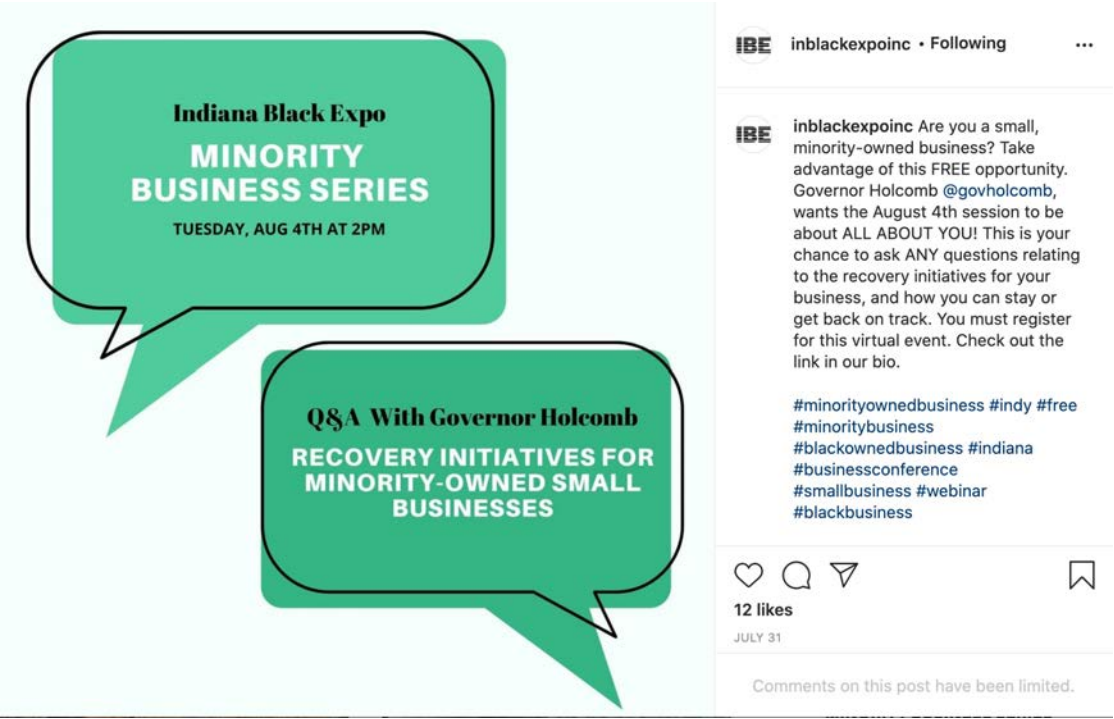


# August – Work Examples

## Indiana’s Rapid Recovery Initiatives

### Quick Stats

- 14 social posts
- 3 mass email campaigns
- 1 event landing page



Social Posts

Event Landing Page



# August – Work Examples

## Launch Your Own Business Workshop

### Quick Stats

- 11 social posts
- 4 mass email campaigns
- 1 event landing page



Indiana Black Expo, Inc.

Published by Agorapulse [?] · August 18 ·

Have you registered yet? If you have ever considered starting your own business tune in and get started! The Launch Your Own Business training workshop includes a series of steps proven successful for small business starts, management, and growth.

<https://www.indianablackexpo.com/.../launch-your-own-busines.../>

#minoritybusiness #businessowner #blackownedbusiness #businessresources #workshop #businessworkshop



REGISTER NOW!

LAUNCH YOUR OWN BUSINESS WORKSHOP

With Angela Blackwell

August 20th, Noon-1:30pm Virtual Webinar

TWO DAYS AWAY!



Indiana Black Expo, Inc.

945 followers · 3w · Edited ·

Join IBE and distinguished Business Advisor, Angela Blackwell, at the next iteration of our Minority Business Series, presented by KeyBank. Celebrate Black Business Month with a workshop to teach you how to "Launch! ...see more



REGISTER NOW!

LAUNCH YOUR OWN BUSINESS WORKSHOP

With Angela Blackwell

August 20th, Noon-1:30pm Virtual Webinar

10

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Indiana Black Expo

@INBlackExpInc

The Launch Your Own Business training workshop includes a series of steps proven successful for small business starts, management, and growth.

[indianablackexpo.com/programs/launc...](https://www.indianablackexpo.com/programs/launc...)

#minoritybusiness #businessowner #blackownedbusiness #businessresources #workshop #businessworkshop

TWO DAYS AWAY!




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Social Posts



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Launch Your Own Business Workshop


EVENT REPLAY

Minority Business Series presented by KeyBank


ABOUT THE WORKSHOP

This webinar took place on August 20th. See the replay below.

The Launch Your Own Business training workshop includes a series of steps proven successful for small business starts, management, and growth.



Leading the Workshop




ANGELA BLACKWELL

Business Advisor, Indiana Small Business Development Center

Angela Blackwell has worked in various industries throughout her career, including public accounting, K-12, higher education, and held several executive roles in both public and private companies. She started and operated several businesses and understands the challenges business owners face throughout all the phases of running a business. Angela holds a bachelor's degree in Accounting from Delta State University, an MBA in Finance from Butler University, and is working on her doctorate in business at Franklin University. Angela is a Business Advisor with the Indiana Small Business Development Center where she provides one-on-one consultations and conducts training workshops.

Learn more about the Indiana Small Business Development Center [here](#) >



KENNETH ALLEN

Founder, Kenneth Allen Foundation for Entrepreneurship, Inc.

Over the last 20 years, Allen has trained and taught over 10,000 youth entrepreneurs in Trinidad and Tobago, Barbados, Nigeria, Senegal, and all over the US states through his foundation the Kenneth Allen Foundation for Entrepreneurship, Inc. (KAFFE, Inc.). In addition to his work at KAFFE Inc he also serves as the Chief Operating Officer of Young Biz USA which sells entrepreneurship education materials and the Managing Partner of the Grindery and Urban Business which is incubator for adult entrepreneurs.

Mr. Allen will be moderating the workshop.

Event Landing Page

July

## Work Examples

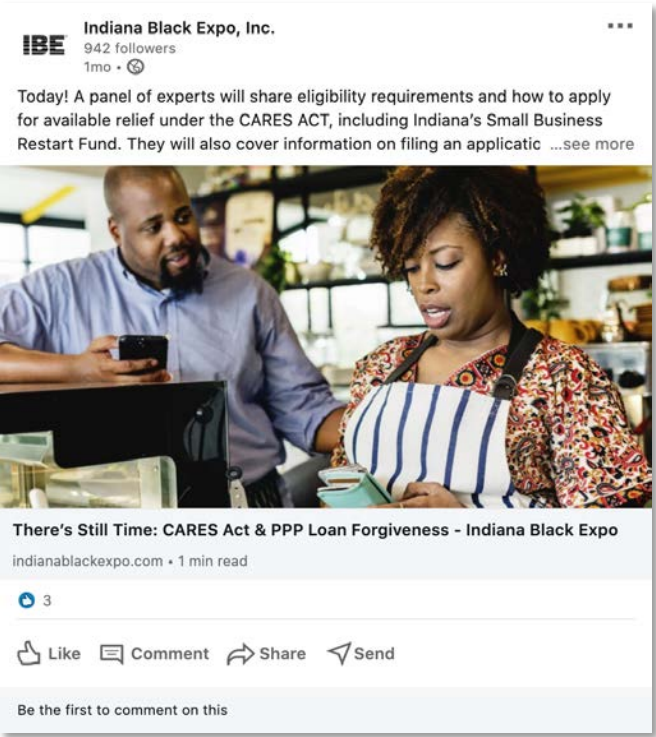
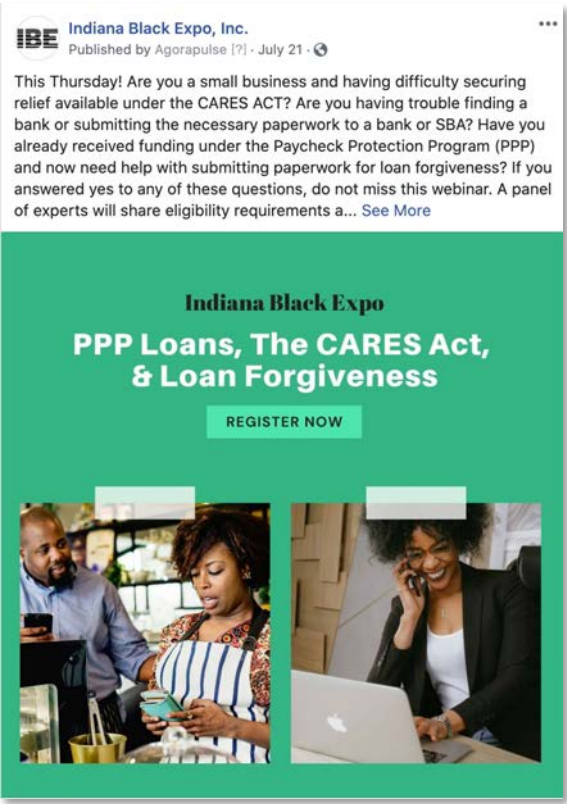


# JULY – Work Examples

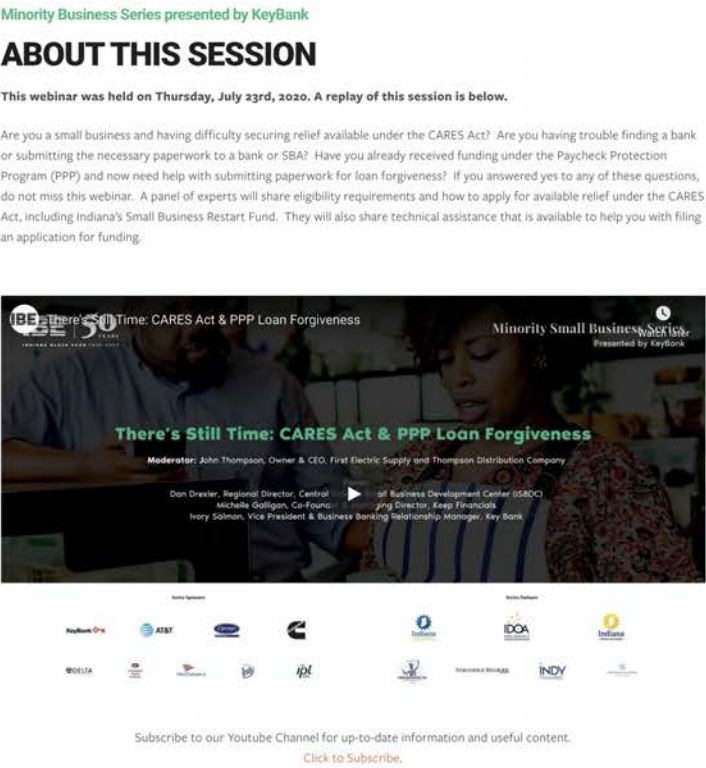
There’s Still time: CARES Act and PPP Loan Forgiveness

## Quick Stats

- 11 social posts
- 2 mass email campaigns
- 1 event landing page



Social Posts



### Session Panel & Speakers



Commerce, primarily focused on export marketing and business counseling. As both a director in a small company and a counselor to businesses, Dan is uniquely positioned to understand small business client needs from a hands-on perspective.

LINKEDIN



bookkeeping."Driven by her goal to help small businesses in any way she can, Michele works with her clients to build, grow, thrive, pivot, and particularly now, survive. She knows that local businesses create jobs and opportunities that drive the economy, and those jobs are what make our cities the place they are.

LINKEDIN



financial institutions both in Chicago and Indianapolis where she has been nationally recognized for her leadership and service in the community. Ivory is a Chicago native whose interest include listening to podcast and cycling.

LINKEDIN

Event Landing Page



thank you.

SHOUT OUT STUDIO

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