

# EMPOWERING BLACK WOMEN CONFERENCE

Connect to your market in ways that speak directly to them and their interests





## Our Mission

The mission of the KAPAAW and its membership is to enhance the profession of women in the Commonwealth of Kentucky by promoting advocacy, education, networking, empowerment and professional development.

To carry out its mission, the association will strive to:

- Promote quality services
- Maintain a viable and distinct professional identity
- Influence networking consistent with the ethics and values of professionalism in the Commonwealth of Kentucky.



## Our Purpose

- Advance professionally by emphasizing high levels of ethical and professional practice
- Promote legislation and administrative rules
- Promote a program of effective public relations to enhance awareness of different women and their businesses and goals
- Provide advocacy
- Provide educational programs that enhance knowledge and promote continuing professional growth
- Provide opportunities for networking among members for professional development

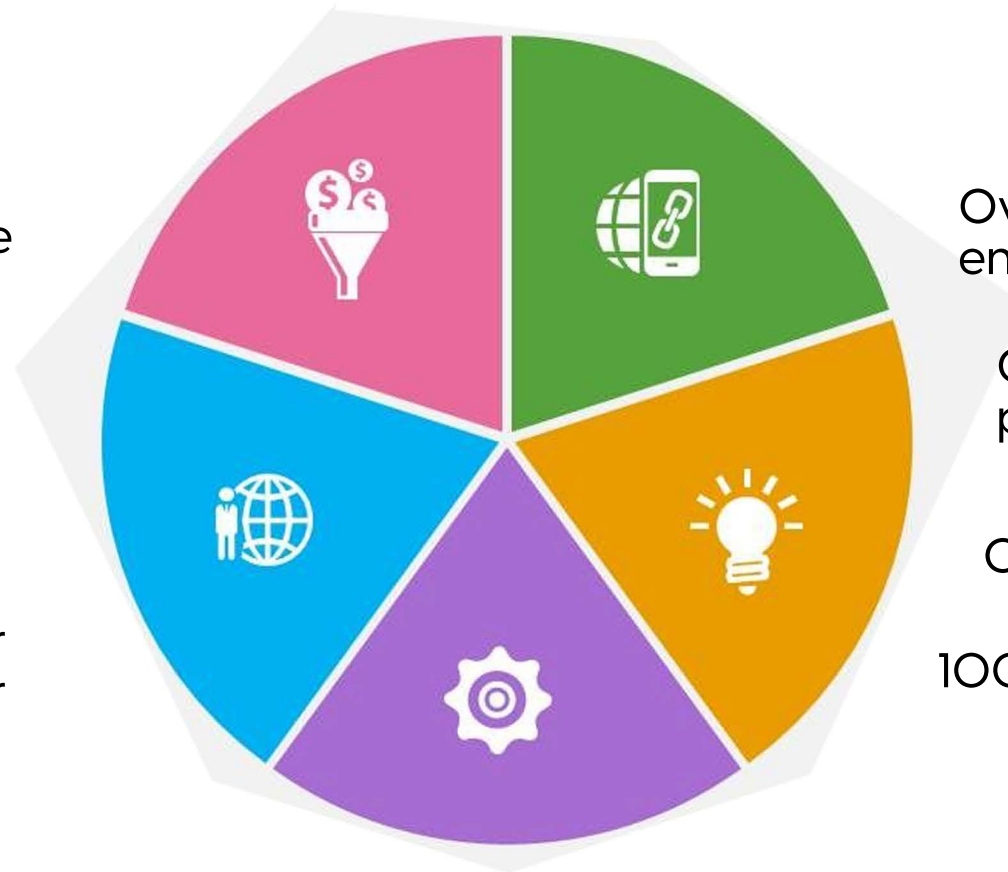


# The Empowering Black Womens Conference

The Empowering Black Womens Conference is the signature womens empowerment event for KAPAAW, Inc. Annually over 100 women attend to actively participate in this event.



# Our Audience



100% are female

60% are over the age of 40

40% are under the age of 35

Over 50% have bachelor degrees or higher

Over 40% are black female entrepreneurs

Over 50% vendors/sponsors have participated in this event the past 3 years

Over 75% are working mothers

100% want to increase their skill set



# In the next 18 months...



Over 60% plan to further their education

Over 25% plan to buy their first home

Over 50% plan to travel in the US - airplane

Over 10% plan to start a new business

Over 30% will apply for a new credit card

Over 45% will rent a car

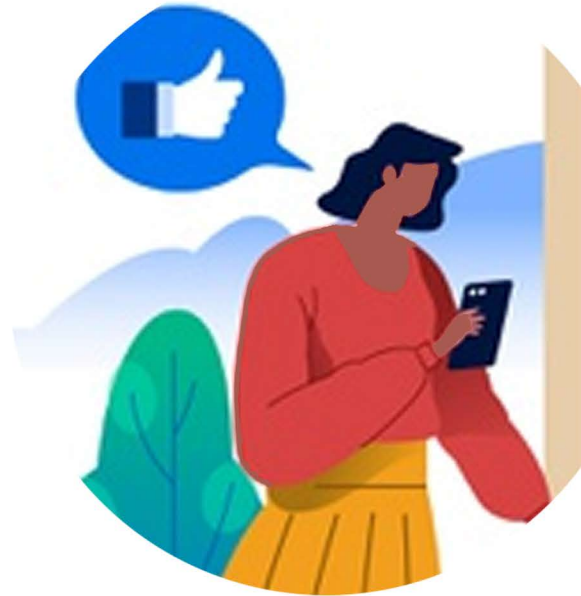
Over 65% will take a vacation

Over 25% will purchase a new car

# Our Audience is Responsive



Not only does our audience want to hear from us they want to know who we're working with. Companies like you!



When asked if our attendees would change a purpose based on sponsorship of this event 87% said yes

Our social media engages over 11k averaging 100 new followers monthly



# Let's Get Social & Digital

over 1k email  
addresses in our  
database



over 100 website  
visits monthly



we need to increase  
our instagram  
followers - follow us  
@kapaaw1



we need to increase  
our twitter  
followers - follow us  
at @kapaaw16



over 2k facebook  
page likes



# Our Media Partnerships

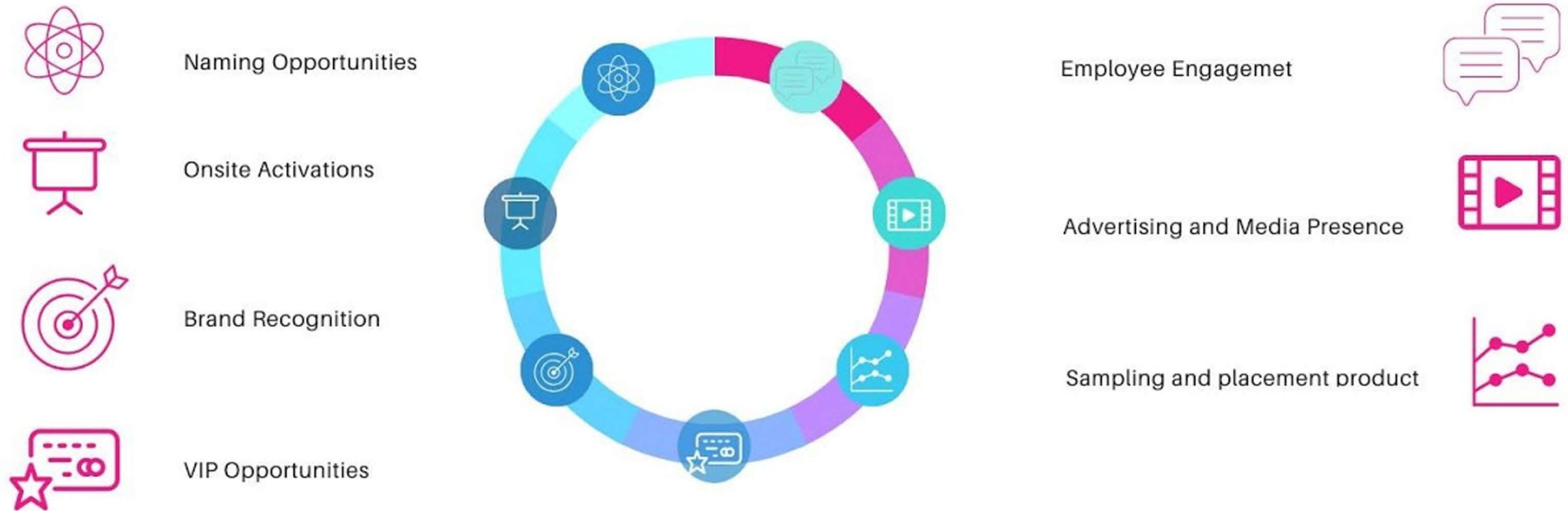


**This gives us local media coverage reaching over 10k women in the area**



# Everything we do is custom!

We are excited to hear about your goals  
and how we can help you achieve them.



Event vendors are a flat non-negotiable fee of \$200

# Let's Connect!

We are excited to hear about your goals  
and how we can help you achieve them.

**Tiffany Brannon**

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