



**MEMORANDUM TO ALL BEEDC PARTNERS, VENDORS, PRESENTERS, and CONFERENCE PARTICIPANTS**

From: Jason Moore  
Founder/Producer

Jacqueline Taylor-Adams  
Co-Producer / CMO

Date: June 1, 2016

Subject: **Conference Restructuring**

Due to a lack of sufficient sponsorship as of June 1, 2016, the Black Economic and Entrepreneurship Conference and Expo is being restructured and the live conference rescheduled until 2017.

Two core reasons for the very positive sponsorship denials are the conference is new and it lacks trackable content that tells its story, demonstrates its benefits and its audience. So, the restructuring will simply break down this comprehensive conference over the next year while still educating, providing platforms and audience for our presenters, showcasing our partners and vendor supporters, and developing products.

When we do come together for the live conference in 2017, we will manifest more because we will have been steadily producing (not just organizing) for one year. Also, the BEEDC is building on the positive relationships that have established with potential sponsors. They will be included in the restructuring. Also, strategic investments are being made with experienced sponsorship professionals.

**The restructure consists of**

- Virtual launch via the ***Cincinnati Makes Sense*** campaign in September 2017
- Partnership with two colleges
- Launch July 1st CHRISTMAS IN JULY Plan to Profit from the Holiday Seasons - B2B Series - This campaign runs thru 12/31 and showcases BEEDC presenters, vendors, partners, and entrepreneurs from Cincinnati and beyond
  - Launching July 12, 2016 on 2nd and 4th Tues at 9:30p ET - BEYOND TALK with Faith McKinney - the official radio broadcast of the BEEDC
  - In July the BEEDC will produce Urban Tech Fair's instructional series SOLUTIONCAST. This will give our presenters a virtual classroom with lead generation and follow-up
- Release of three (3) products by March 2017

The BEEDC is still actively seeking sponsorship and advertisers. Contact Jacqueline or Jason with any and all questions or comments you may have at (513) 850 - BEEDC or 1.8.552.7012, x2. Thank you for your time and consideration.