



SPONSOR FULFILLMENT REPORT



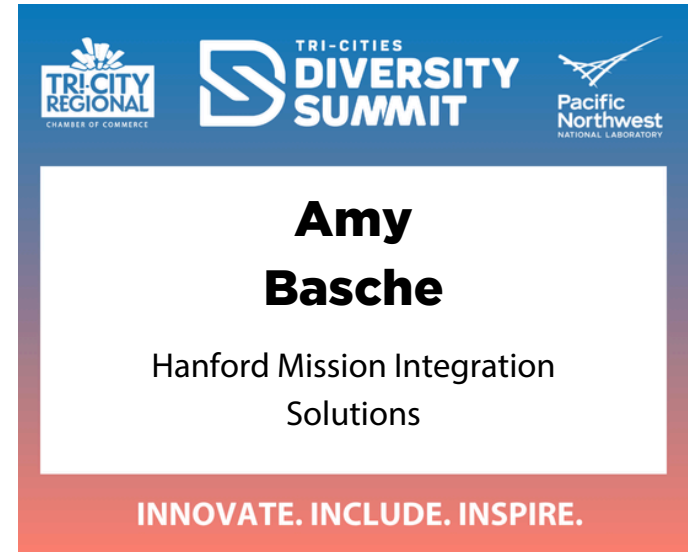
SUMMARY

Wednesday, June 26, 2024, marked the annual Tri-Cities Diversity Summit, an event focused on helping professionals create a more diverse, equitable, and inclusive workplace. Through engaging breakout discussions and an inspiring keynote presentation, **224 Diversity Summit attendees** received actionable information and powerful resources to optimize their teams and bring about lasting change in their organizations. The event also included the presentation of the Tri-Cities Champion of Diversity Awards. These awards recognize and commend an individual and a member organization that demonstrate outstanding achievements and sustained commitment to the pursuit of diversity and inclusion in the community and workplace.



ON-SITE EXPOSURE

- Sponsor banners were prominently displayed by the main stage
- Sponsor logos rotated on the pre-luncheon PowerPoint presentation
- Sponsor exhibitor booths were given high-visibility locations in the great hall of the convention center
- The event name tags featured the premier sponsor's logo



SPONSOR BOOTH SPACES



Diversity Summit attendees were given an opportunity to connect with sponsors and exhibitors throughout the event.

OFF-SITE EXPOSURE



HAPO Business Complex

A graphic promoting the Diversity Summit (above) rotated on the large LED sign on the HAPO Business Complex building on the corner of Columbia Center Blvd. and Clearwater Ave. in Kennewick. The graphic featured event details and sponsor logos from May 31 through June 26.

Staff Email Signatures

Regional Chamber staff email signatures included a Diversity Summit graphic (below) on every email sent from May 31 through June 25. Email recipients could click the graphic to register for the event.

Austin Regimbal

Marketing & Communications Director



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EMAIL MARKETING

V.O.I.C.E. eNewsletter

Registration for the Tri-Cities Diversity Summit was promoted in five editions of the Regional Chamber's weekly V.O.I.C.E. eNewsletter from May 28 through June 24, earning over 12,000 impressions.



June 26 - Tri-Cities Diversity Summit - Registration Closes Wednesday!

The Tri-City Diversity Summit is an annual half-day event that features engaging breakout sessions led by industry experts, thought leaders, and advocates across various dimensions of diversity and inclusion. At the heart of our Summit lies an inspiring keynote address, delivered by a visionary leader dedicated to driving positive change in the realm of diversity and inclusion. Prepare to be enlightened, challenged, and motivated as we embark on a journey towards creating workplaces and communities where every voice is valued and celebrated.

Join the Tri-City Regional Chamber of Commerce and Pacific Northwest National Laboratory for the Tri-Cities Diversity Summit - an annual half-day event focused on helping professionals create a more diverse, equitable, and inclusive workplace. Through engaging breakout discussions and an inspiring keynote presentation, Diversity Summit attendees will receive actionable information and powerful resources to optimize their team and bring about lasting change in their

Dedicated Marketing Emails

The Regional Chamber sent seven emails to its membership promoting the Diversity Summit between June 3 and June 19, along with one wrap-up email following the event on July 2. These emails included the event agenda and sponsor logos that linked to their respective websites. The emails generated over 7,000 impressions.

SOCIAL MEDIA

The Tri-City Regional Chamber of Commerce promoted the Tri-Cities Diversity Summit on its social media channels between May 31 and June 18.

Facebook

- 9,329 followers*
- 8 posts

X (formerly Twitter)

- 4,384 followers*
- 5 posts

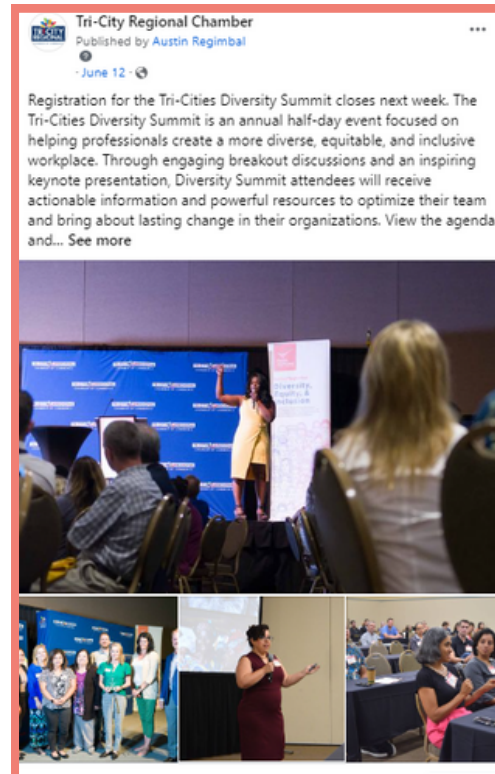
LinkedIn

- 3,025 followers*
- 7 posts

Instagram

- 2,728 followers*
- 6 posts

*as of 7/17/24



TRI-CITIES CHAMPION OF DIVERSITY AWARDS

The Tri-Cities Champion of Diversity Awards aim to recognize and commend an individual and a member organization that have demonstrated outstanding achievements and sustained commitment to the pursuit of diversity and inclusion in the community and workplace. Professional videos profiling the awardees were shown to the audience prior to the winners accepting the awards. Those videos are available to view at youtube.com/TCRCofCommerce.



EVANGELINA SHREEVE
2024 TRI-CITIES CHAMPION OF DIVERSITY
AWARD RECIPIENT



NUMERICA CREDIT UNION
2024 TRI-CITIES CHAMPION OF DIVERSITY
AWARD RECIPIENT

LUNCHEON KEYNOTE SPEAKER



In her keynote, "The Sum of Us: 1 + 1 Equals 1," Dr. Kimberly Harden embarked on a transformative journey into collaboration and partnership for building inclusive and supportive work cultures. Dr. Harden delved into the power of collectivism, emphasizing the importance of collaborative efforts in dismantling systemic barriers and fostering a more equitable and inclusive society.

CONFERENCE AGENDA

9 – 10:15 A.M.

Session A - **From Conflict to Conversation: Finding Common Ground Through Civil Discourse**

Dr. Luz Garza, Dean for Diversity, Equality, and Inclusion, Columbia Basin College

Session B - **The Power of WE: Building a Culture of Understanding, Inclusion, and Collaboration**

April Castañeda, Chief Human Resources Officer, Pacific Northwest National Laboratory

10:30 – 11:45 A.M.

Session A – **Empowering Inclusion: Tools for Valuing Differences with Veterans and Disabilities**

Lisa Bunch, EEO/HR Compliance Manager, Washington River Protection Solutions
Jim Bischoff, M.S. C.R.C., Region 1 Supported Employment Program Manager, WA State Department of Social and Health Services

Session B – **Cultural Wealth: Elevating Careers with an Anti-Deficit Approach**

Laura Sanchez, Director of Student Services, Washington State University Tri-Cities

12 – 1:30 P.M.

Membership Luncheon and Champion of Diversity Awards

Keynote Presentation: **The Sum of Us: 1 + 1 Equals 1**

Dr. Kimberly Harden, Founder and CEO, Harden Consulting Group, LLC



TESTIMONIALS



I recently had the pleasure of attending the Tri-Cities Diversity Summit, an event dedicated to fostering diversity, equity, and inclusion in the workplace. The summit was an enlightening experience that provided invaluable insights into creating a more inclusive professional environment. The keynote speakers were truly inspiring, sharing their personal journeys and practical strategies for promoting diversity and inclusion. Overall, the Tri-Cities Diversity Summit was a transformative experience that reinforced my commitment to fostering a workplace where everyone feels valued and respected. I highly recommend this event to anyone looking to enhance their understanding and practice of diversity, equity, and inclusion.



Eddie Santoyo
Training and Development Specialist II
Gesa Credit Union



I enjoyed the Diversity Summit. I learned that while we all see the world uniquely, we have many commonalities too. We need to move beyond identity and find the story behind each other. Search for what we have in common. That's when we become a more inclusive society. We are better together. I also learned from comedian speaker; Jan McInnis that using humor can help others embrace change. It diffuses tension and connects you to others. All good stuff.



Cheri Montee
Director of Human Resources
Columbia Ability Alliance

Premier Sponsor



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Bronze Sponsors



Thank you for sponsoring the 2024 Tri-Cities Diversity Summit!
We hope you find this fulfillment report valuable and see a return in your investment.