

THE PLAIN DEALER
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Mentoring MONDAY

APRIL 25 2022

2022 CLEVELAND EVENT SUMMARY



198 REGISTRANTS

SURVEY FEEDBACK

AVG. SCORE
OUT OF 10

Overall event satisfaction

9

Satisfaction with
our featured speakers

9

Overall level of
satisfaction with the
diversity and number
of roundtable topics
offered

9

PROMOTIONAL CAMPAIGN WITH SPONSOR LOGO INCLUSION

Silver Sponsors



Community Sponsors



DIGITAL CAMPAIGN – cleveland.com

10
Fixed, High-Impact
Positions
Targeted Digital
Multi-Size Campaign

993,044
impressions served
• 693 clicks

PRINT CAMPAIGN – The Plain Dealer



4 full-page ads

5 half-page ads

5 quarter-page ads

Reaching over
350,000 readers

EVENT EMAILS

15 emails
to cleveland.com email lists

• 40K+ recipients
• Avg. open rate 18.85%



SOCIAL cleveland.com and Advance Local Social Channels

20+
Social Posts

Reaching
1 Million+ followers

SPEAKERS

Featured Speakers

- Laura Johnston
- Liz Ferro
- India Birdsong
- Yvette Nicole Brown

Host

- Carmen Blackwell

16 accomplished Mentors from the Northeast Ohio community

- Hannah Belsito
- India Birdsong
- Tina Chamoun
- Jenice Contreras
- Marianna Crosley
- Jessica Cuffia-Corlette
- Liz Ferro
- Chardonay Graham
- Phyllis Harris
- Michelle Hereford
- Laura Johnston
- Susan Kevzija
- Cynthia Leitson
- Judge Sherrie Miday
- Anastasia Souris
- Standish Stewart



ATTENDEE FEEDBACK

“The roundtable discussions were terrific, especially when the facilitator encouraged conversation.”

“I walked away with a number of thought-provoking tidbits to ponder.”

“Learning and networking with such intelligent, driven and authentic women in Cleveland!”

“The ability to hear from leaders in my community – especially those women who have made huge strides in their fields, but are not necessarily well-known in the community. They were great encouragers and enlightening.”