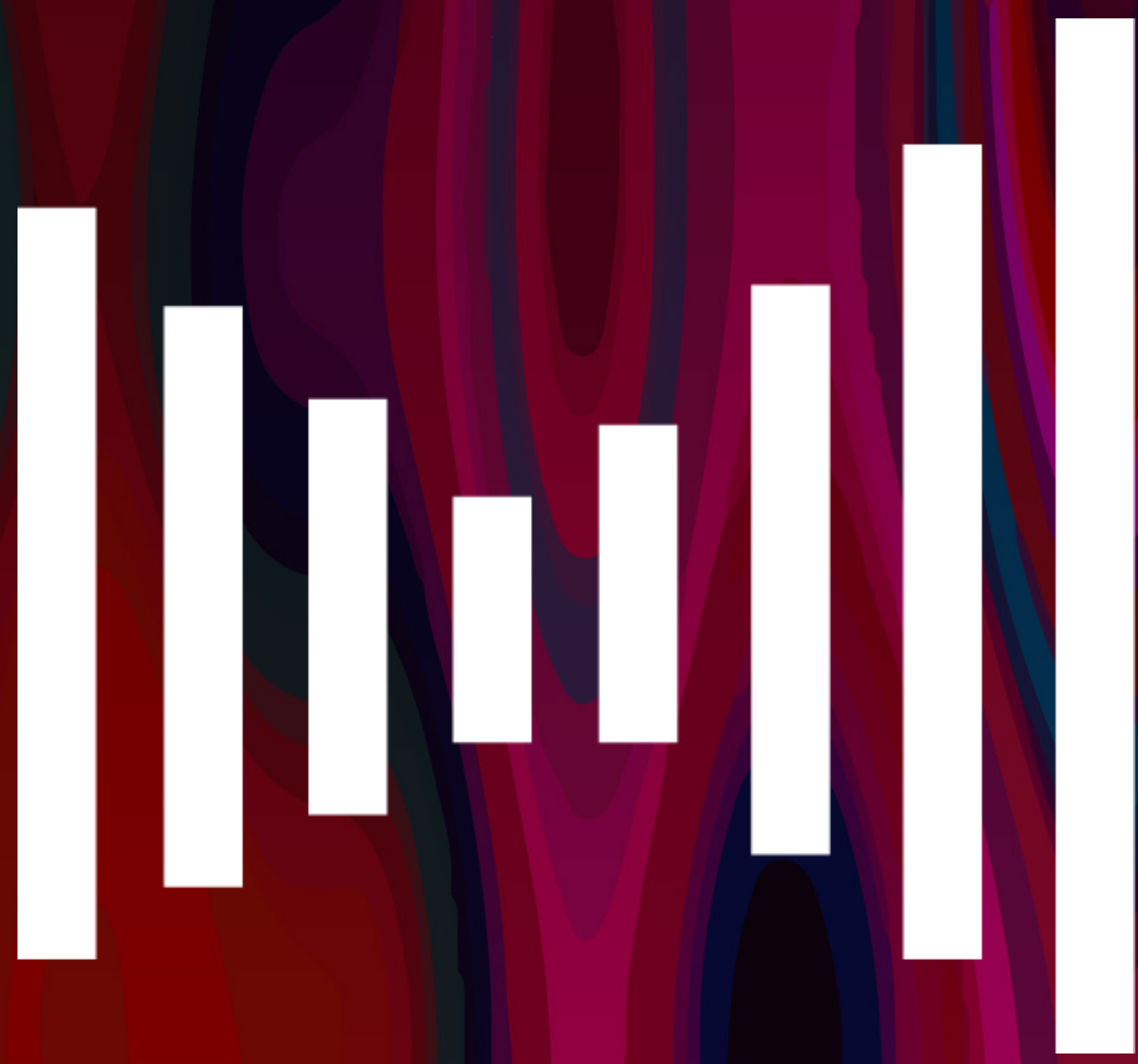


**|||EQUITY<sup>BY</sup>M/GNA**  
**|||UPFRONT**

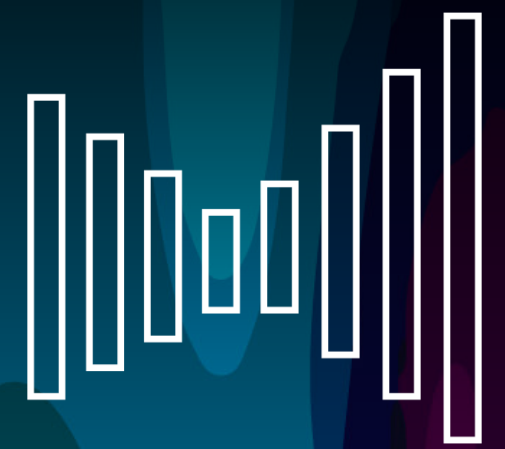
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AGENDA

**INCLUSIVITY ||||| AMPLIFIED**



**MARCH 26TH - 28TH, 2024**

# DAY 1 AGENDA



## TUESDAY, MARCH 26TH

**WELCOME &  
OPENING REMARKS**

**9:15AM – 9:22AM**

**DANI BENOWITZ &  
CHLOE BARNES**

**9:22AM – 9:50AM**

**MEASURING  
IMPACT PANEL**

**9:55AM – 10:55AM**

**BREAK**

**11:00AM – 11:15AM**

**REVRV (LGTBQIA+)**

**11:20AM – 12:00PM**

**ALPHONZO TERRELL (SPILL) &  
MAUREEN BOSETTI (IPGMB)**

**12:05PM – 1:00PM**

**LUNCH**

**1:00PM – 1:45PM**

**UNLOCKING PROGRAMMATIC  
POTENTIAL PANEL**

**1:50PM – 2:50PM**

**TRIPLE LIFT (AA) &  
RESET DIGITAL (AA)**

**2:55PM – 3:35PM**

**BREAK**

**3:40PM – 3:55PM**

**SCALING SUCCESS PANEL**

**4:00PM – 4:55PM**

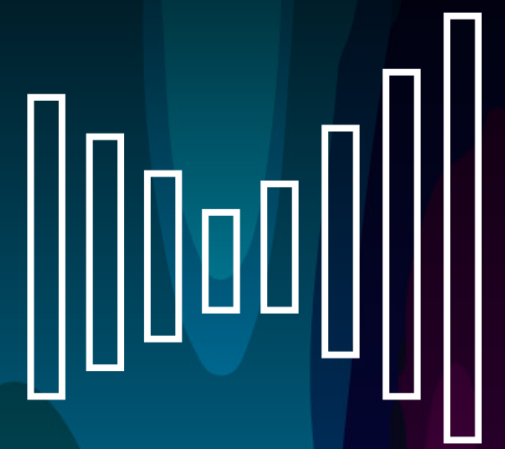
**CLOSING REMARKS**

**5:00PM – 5:10PM**

**COCKTAILS**

**5:15PM – 6:45PM**

# DAY 2 AGENDA



## WEDNESDAY, MARCH 27TH

**WELCOME &  
KICKOFF REMARKS**

**9:15AM – 9:30AM**

**OPENING REMARKS**

**9:30AM – 9:50AM**

**BUILDING TRUST  
BRAND SAFETY PANEL**

**9:55AM – 10:55AM**

**BREAK**

**11:00AM – 11:15AM**

**DIVE STUDIOS (AAPI)**

**11:20AM – 12:00PM**

**MY CODE & ARIEL  
ALTERNATIVES**

**12:05PM – 1:00PM**

**LUNCH**

**1:00PM – 1:45PM**

**THE KEYWORD  
CONUNDRUM PANEL**

**1:50PM – 2:50PM**

**BOMESI (AA)**

**2:55PM – 3:35PM**

**BREAK**

**3:40PM – 3:55PM**

**EQUALPRIDE & HENKEL  
(GÖT2B) FIRESIDE CHAT**

**4:00PM – 4:45PM**

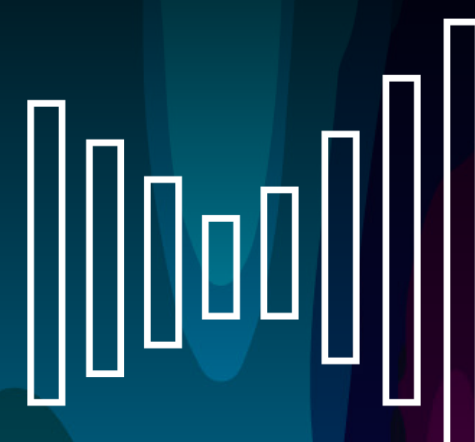
**CLOSING REMARKS**

**4:45PM – 4:50PM**

**PERFORMANCE (DRAG SHOW)**

**5:00PM – 5:45PM**

# DAY 3 AGENDA PART 1



## THURSDAY, MARCH 28TH

**WELCOME & HOUSEKEEPING**

**9:30AM – 9:40AM**

**OPENING REMARKS**

**9:45AM – 10:00AM**

**19TH & PARK (AA)**

**10:05AM – 10:40AM**

**PLAYERS TV (AA)**

**10:05AM – 10:40AM**

**ESSENCE**

**10:05AM – 10:40AM**

**BWA STUDIOS (AA)**

**10:05AM – 10:40AM**

**COLOSSUS SSP (AA)**

**10:05AM – 10:40AM**

**BREAK**

**10:45AM – 11:00AM**

**CREATOR ECONOMY PANEL**

**11:05 AM – 12:05PM**

**VIZIO (AAPI)**

**12:10PM – 12:45PM**

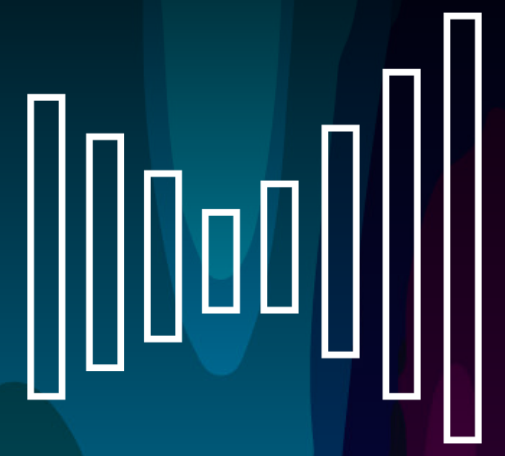
**BIG3 (AA)**

**12:10PM – 12:45PM**

**SNIFFIES (LGBTQIA+)**

**12:10PM – 12:45PM**

# DAY 3 AGENDA PART 2



## THURSDAY, MARCH 28TH

**ALLEN MEDIA GROUP (AA)**

**12:10PM – 12:45PM**

**RW ENTERPRISES (AA)**

**12:10PM – 12:45PM**

**LUNCH**

**12:45PM – 1:45PM**

**INTUIT QUICKBOOKS**

**1:45PM – 2:45PM**

**GOPOINT STUDIOS (LGBTQIA+)**

**2:50PM – 3:25PM**

**HISPANIC EXCHANGE (MARCA)**

**2:50PM – 3:25PM**

**HERO MEDIA (AA)**

**2:50PM – 3:25PM**

**BLAVITY (AA)**

**2:50PM – 3:25PM**

**AURN+ (AA)**

**2:50PM – 3:25PM**

**BREAK**

**3:30PM – 3:45PM**

**VIRTUAL NETWORKING**

**3:50PM – 4:00PM**

**CLOSING REMARKS**

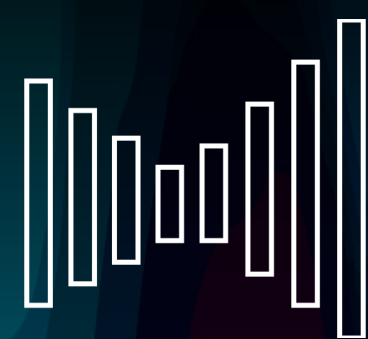
**4:40PM – 5:00PM**

**DAY**

**1**

**RETURN TO  
AGENDA**





# **WELCOME & OPENING REMARKS**

**Andrea Meza Telemundo**

**9:15AM – 9:22AM**

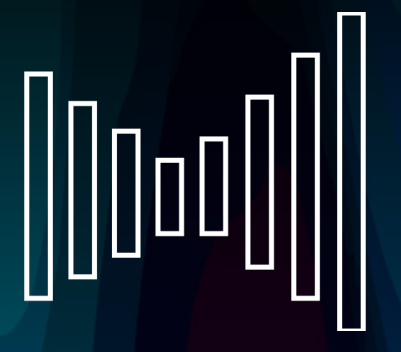
**TUESDAY, MARCH 26TH**

## **DESCRIPTION:**

Welcome to MAGNA's fourth annual Equity Upfront! Start the day with a preview of our schedule, meet your event MC, and prepare for a day filled with unique insights from the most dynamic publishers in diverse-owned media!

**RETURN TO  
AGENDA**





# **DANI BENOWITZ & CHLOE BARNES**

## **Inclusivity Amplified: Turning The Tide Toward Sustainable Investment**

**9:22AM – 9:50AM**

**TUESDAY, MARCH 26TH**

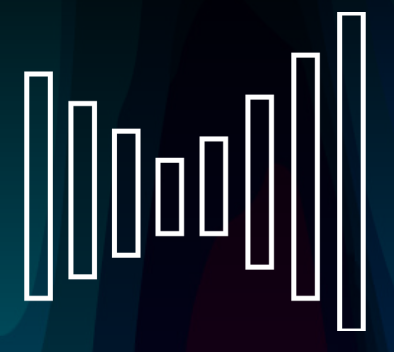
### **DESCRIPTION:**

Join Dani Benowitz, President of MAGNA Global & US, and Chloe Barnes, MAGNA's SVP of Equity Investment, as they set the stage for the Equity Upfront with an engaging discussion on sustainable investment strategies in the digital era.

**RETURN TO  
AGENDA**







# MEASURING IMPACT PANEL

**Urban One (AA)  
Asian Media Group (AAPI)  
LATV (HISP)**

**9:55AM – 10:55AM**

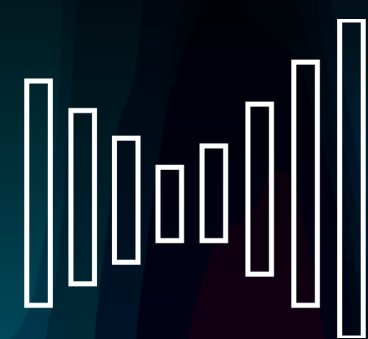
**TUESDAY, MARCH 26TH**

## **DESCRIPTION:**

Dive into the metrics that matter with insights from diverse-owned advertising campaigns in our fireside chat led by Philip Huynh, SVP of Performance Lead at KSO, featuring Urban One and panelists from Asian Media Group and LATV.

**RETURN TO  
AGENDA**





**BREAK**

**11:00AM – 11:15AM**

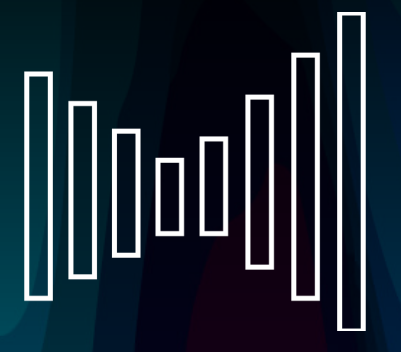
**TUESDAY, MARCH 26TH**

**DESCRIPTION:**

Short Break.

**RETURN TO  
AGENDA**





# REVRVY (LGTBQIA+)

## Partner Presentation

**11:20AM – 12:00PM**

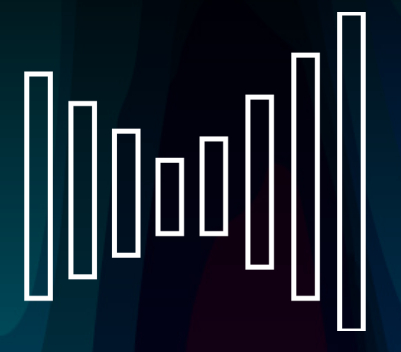
**TUESDAY, MARCH 26TH**

### **DESCRIPTION:**

Revry is a leading LGBTQ+ digital media platform, offering a diverse array of original series, films, music, podcasts, and more. In their presentation, Revry will highlight their commitment to amplifying queer voices and stories, as well as their innovative strategies for reaching and engaging with LGBTQ+ audiences across digital channels.

**RETURN TO  
AGENDA**





# **ALPHONZO TERRELL (SPILL) & MAUREEN BOSETTI (IPGMB)**

## **Commitment Amplified: Investing In The Future of Diverse-Owned Media**

**12:05PM – 1:00PM**

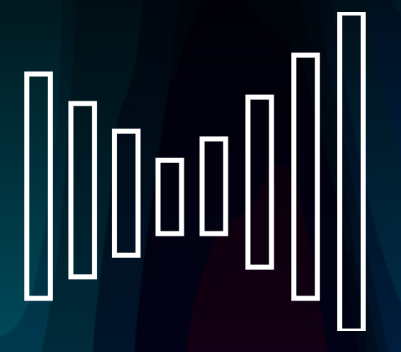
**TUESDAY, MARCH 26TH**

### **DESCRIPTION:**

Hosted by IPG MB's Chief Investment Officer, Maureen Bosetti, discover the future of diverse-owned media through a candid conversation with Alphonzo Terrell, CEO & Co-Founder of SPILL, a visual social media platform at the speed of culture.

**RETURN TO  
AGENDA**





# LUNCH

**1:00PM – 1:45PM**

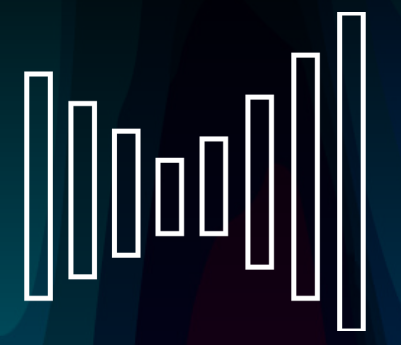
**TUESDAY, MARCH 26TH**

## **DESCRIPTION:**

Everyone in attendance is welcome to join us for lunch.

**RETURN TO  
AGENDA**





# UNLOCKING PROGRAMMATIC POTENTIAL PANEL

**Reach TV (AA)**  
**The BIPOC Filter (AA)**  
**Urban Edge Network (AA)**

**1:50PM – 2:50PM**

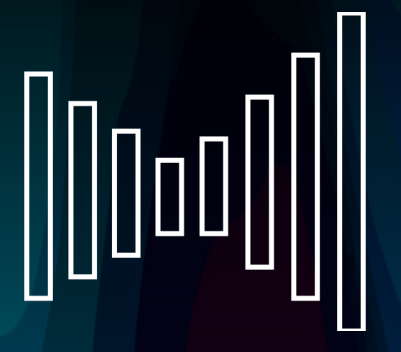
**TUESDAY, MARCH 26TH**

## **DESCRIPTION:**

Uncover the essential role of programmatic investment strategies within diverse-owned media with expert insights from the Reach TV team and panelists representing BIPOC Filter and Urban Edge Network. Led by Joseph Quashie, VP of Addressable Programmatic, Search, Social Strategy & Activation at KSO, this panel illuminates the critical need for tailored programmatic approaches in diverse media landscapes.

**RETURN TO  
AGENDA**





# **TRIPLE LIFT (AA) & RESET DIGITAL (AA)**

## **Partner Presentation**

**2:55PM – 3:35PM**

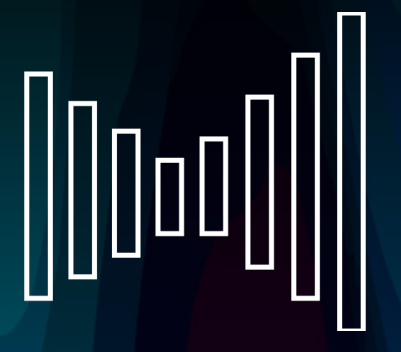
**TUESDAY, MARCH 26TH**

### **DESCRIPTION:**

Delve into the groundbreaking partnership between TripleLift and Reset Digital, aimed at helping advertisers achieve their diverse spending goals throughout the programmatic ecosystem. Join us as we explore how this collaboration is revolutionizing advertising strategies and fostering inclusivity in media investment.

**RETURN TO  
AGENDA**





# BREAK

**3:40PM – 3:55PM**

**TUESDAY, MARCH 26TH**

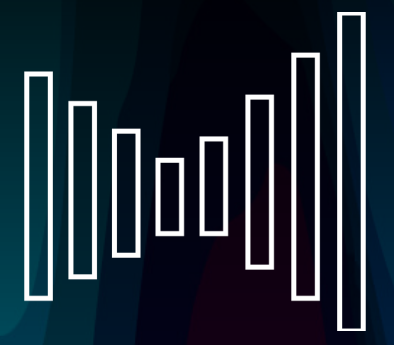
**DESCRIPTION:**

Short Break.

**RETURN TO  
AGENDA**







# SCALING SUCCESS PANEL

**Canela Media (HISP)**

**CxMMUNITY (AA)**

**Revolt (AA)**

**4:00PM – 4:55PM**

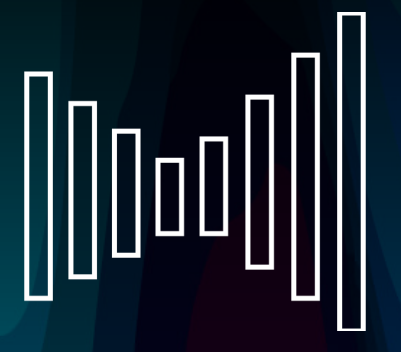
**TUESDAY, MARCH 26TH**

## **DESCRIPTION:**

Led by Deidre Smalls-Landau, Chief Marketing Officer at UM, explore how diverse-owned media scales for big-brand investments with a special presentation from Canela Media, followed by a conversation on measurement with Canela, CxMMUNITY, and Revolt.

**RETURN TO  
AGENDA**





# CLOSING REMARKS

**Chloe Barnes**

**5:00PM – 5:10PM**

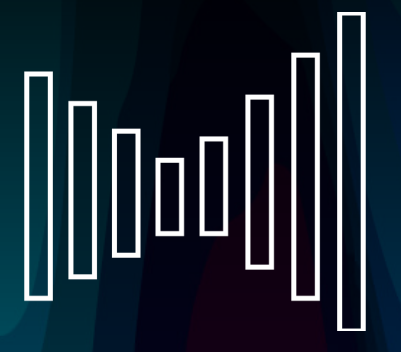
**TUESDAY, MARCH 26TH**

**DESCRIPTION:**

Wrap up the day with a recap and closing remarks from our event MC, followed by cocktails to build new connections, and celebrate the strides made this past year in diverse-owned media investment.

**RETURN TO  
AGENDA**





# COCKTAILS

**5:15PM – 6:45PM**

**TUESDAY, MARCH 26TH**

## **DESCRIPTION:**

All clients and presenting partners are invited to attend.

**RETURN TO  
AGENDA**

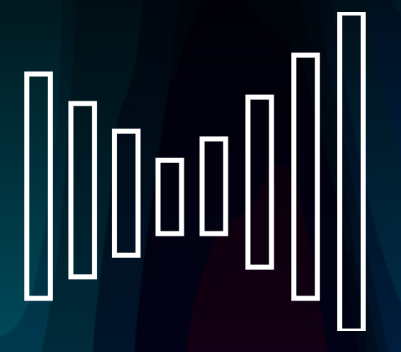


**DAY**

**2**

**RETURN TO  
AGENDA**





# WELCOME & KICKOFF

**Marti Gould Cummings**

**9:15AM – 9:30AM**

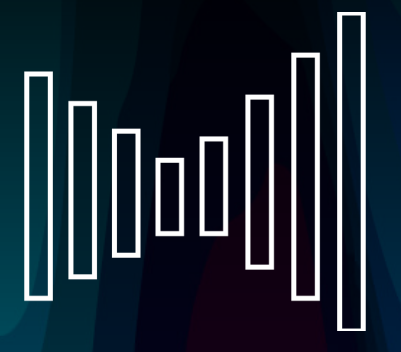
**WEDNESDAY, MARCH 27TH**

**DESCRIPTION:**

Welcome to Day 2! Get introduced to today's MC and get prepared for another exciting day of sessions.

**RETURN TO  
AGENDA**





# OPENING REMARKS

**Chloe Barnes**

**9:30AM – 9:50AM**

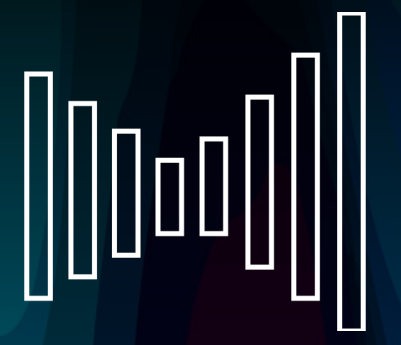
**WEDNESDAY, MARCH 27TH**

**DESCRIPTION:**

Join us for a comprehensive recap of Day One and a preview of the exciting sessions lined up for Day Two, led by Chloe Barnes, SVP of Equity Investment at MAGNA. Gain valuable insights and get ready for another day of inspiring discussions and industry-leading insights.

**RETURN TO  
AGENDA**





# **BUILDING TRUST BRAND SAFETY PANEL**

**Double Verify  
Group Black (AA)  
NuTime Media (AA)**

**9:55AM – 10:55AM**

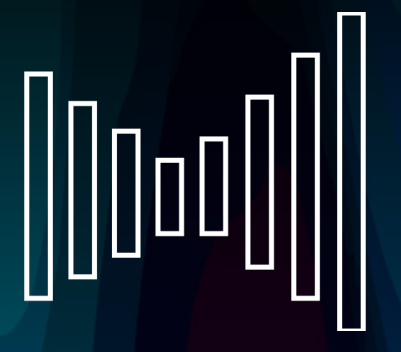
**WEDNESDAY, MARCH 27TH**

## **DESCRIPTION:**

Join Initiative's Chief Culture & Inclusion Officer, Pele Cortizo-Burgess, for an insightful discussion on effective brand safety strategies within diverse-owned media campaigns. Featuring key insights from Double Verify & Group Black, alongside perspectives from panelists representing Mecenass and Nutime Media, this session offers invaluable insights and practical solutions for fostering trust and safety in advertising partnerships.

**RETURN TO  
AGENDA**





**BREAK**

**11:00AM – 11:15AM**

**WEDNESDAY, MARCH 27TH**

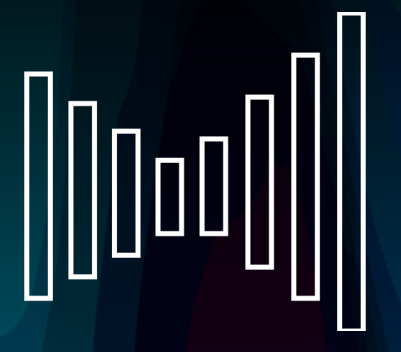
**DESCRIPTION:**

Short Break.

**RETURN TO  
AGENDA**







# **DIVE STUDIOS (AAPI)**

## **Partner Presentation**

**11:20AM – 12:00PM**

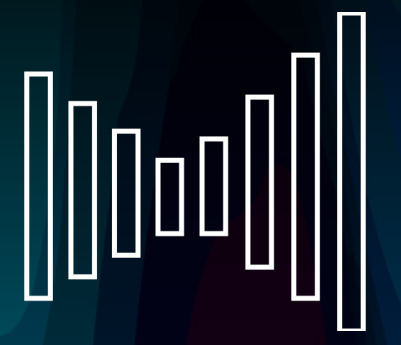
**WEDNESDAY, MARCH 27TH**

### **DESCRIPTION:**

Dive Studios captivates audiences with its cutting-edge approach to digital media entertainment, offering a diverse array of engaging podcasts and captivating content. Their presentation will share how they're redefining storytelling in the digital age.

**RETURN TO  
AGENDA**





# MY CODE & ARIEL ALTERNATIVES

## Impact Amplified: How Diverse-First Media And Diverse Investors Are Fueling Brand Growth

**12:05PM – 1:00PM**

**WEDNESDAY, MARCH 27TH**

### **DESCRIPTION:**

Experience firsthand the transformative power of diverse-first media and diverse investors in driving brand growth. Led by the MyCode team and Ariel Investments team, this session promises to unveil groundbreaking strategies and insights that are reshaping the landscape of brand success.

**RETURN TO  
AGENDA**





# LUNCH

**1:00PM – 1:45PM**

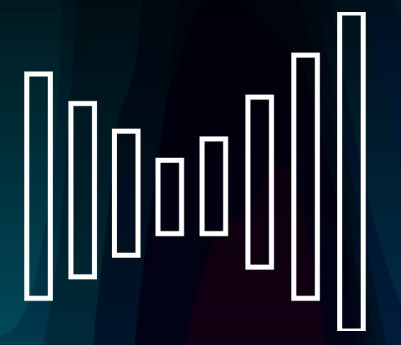
**WEDNESDAY, MARCH 27TH**

## **DESCRIPTION:**

Everyone in attendance is welcome to join us for lunch.

**RETURN TO  
AGENDA**





# THE KEYWORD CONUNDRUM PANEL

## MAGNA MEDIA TRIALS

Q.Digital (LGBTQIA+)

Adsmovil (HISP)

The Shade Room (AA)

1:50PM – 2:50PM

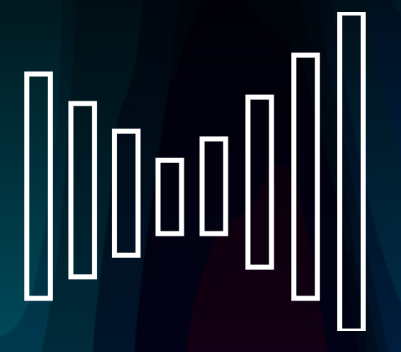
WEDNESDAY, MARCH 27TH

### DESCRIPTION:

This panel, moderated by Eli Harris, MAGNA's EVP of Impact Investment, will address industry obstacles hindering the growth of diverse-owned media publishers, including the complex issue of keyword exclusion. Gain insights from industry experts like Q Digital, Adsmovil, The Shade Room, and IAS as they share innovative strategies to overcome these challenges and showcase the true impact of advertising with diverse-owned media properties.

RETURN TO  
AGENDA





## **BOMESI (AA)**

### **Partner Presentation**

**2:55PM – 3:35PM**

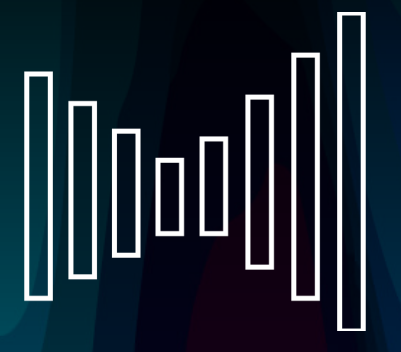
**WEDNESDAY, MARCH 27TH**

#### **DESCRIPTION:**

**BOMESI, a non-profit incubator committed to supporting diverse-owned publishers, will highlight their innovative approaches to accelerating diversity and inclusion within the media industry.**

**RETURN TO  
AGENDA**





# BREAK

**3:40PM – 3:55PM**

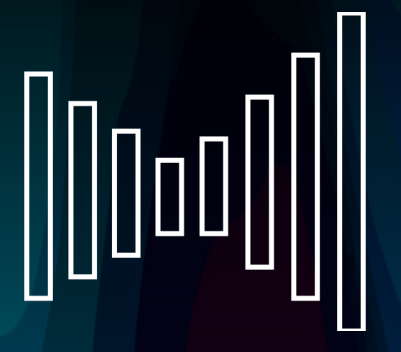
**WEDNESDAY, MARCH 27TH**

**DESCRIPTION:**

Short Break.

**RETURN TO  
AGENDA**





# **EQUALPRIDE & HENKEL (GÖT2B) FIRESIDE CHAT**

## **Authenticity Amplified: Keys To Effective Partnerships With Diverse- Owned Media Partners**

**4:00PM - 4:45PM**

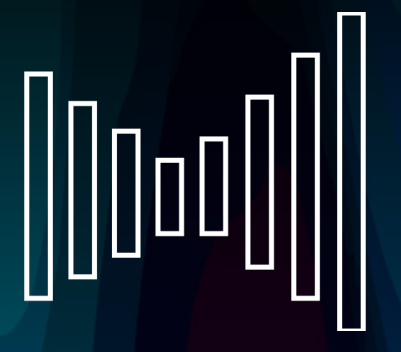
**WEDNESDAY, MARCH 27TH**

### **DESCRIPTION:**

Featuring Stuart Brockington, EVP of Corporate Sales & Partnerships of equalpride and Sarah Stellate, Brand Manager from Henkel Beauty Care about the power of authentic brand partnerships and the role that diverse-owned media companies play in supporting brands on their quest for authentic and sustainable consumer engagement.

**RETURN TO  
AGENDA**





# CLOSING REMARKS

**Marti Cummings**

**4:45PM - 4:50PM**

**WEDNESDAY, MARCH 27TH**

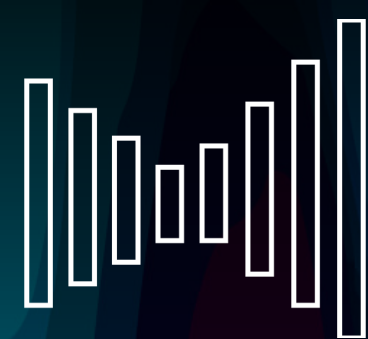
**DESCRIPTION:**

Join us for a comprehensive recap of the day's highlights and insightful closing remarks from Marti Cummings, a respected influencer and talent in the industry. Marti's unique perspective promises to provide a memorable conclusion to our event, leaving attendees inspired and ready to roll into MAGNA's first drag show!

**RETURN TO  
AGENDA**







# **PERFORMANCE (DRAG SHOW)**

**5:00PM – 5:45PM**

**WEDNESDAY, MARCH 27TH**

## **DESCRIPTION:**

Everyone in attendance is welcome to join.

**RETURN TO  
AGENDA**

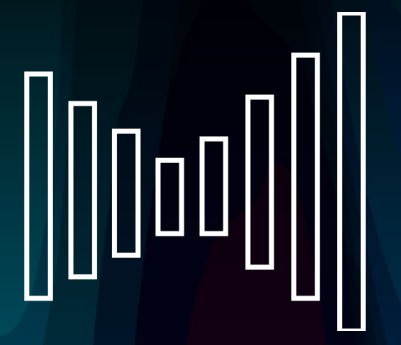


**DAY**

**3**

**RETURN TO  
AGENDA**





# **WELCOME & HOUSEKEEPING**

**Karima Sharif-Ali**

**9:30AM – 9:40AM**

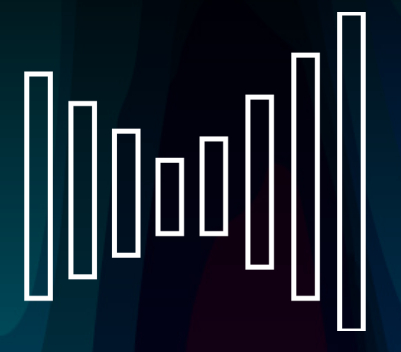
**THURSDAY, MARCH 28TH**

**DESCRIPTION:**

Join us for the opening of day three programming led by Karima Sharif-Ali, Managing Director and Client Lead at Initiative. Get ready to kick off another day of insightful discussions, engaging sessions, and valuable networking opportunities all taking place on our virtual event platform, Ring Central.

**RETURN TO  
AGENDA**





# OPENING REMARKS

**Chloe Barnes**

**9:45AM - 10:00AM**

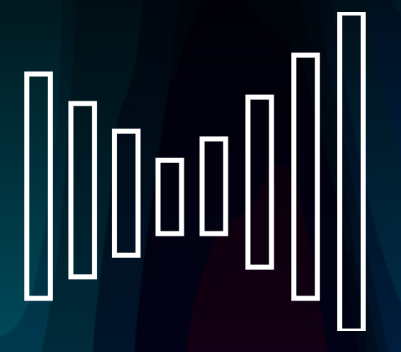
**THURSDAY, MARCH 28TH**

**DESCRIPTION:**

Join us for opening remarks and a recap of day two, along with a preview of day three, presented by Chloe Barnes, SVP of Equity Investment at MAGNA. Gain valuable insights into key highlights from the previous day and an exciting preview of what's to come in the upcoming virtual sessions.

**RETURN TO  
AGENDA**





## **19TH & PARK (AA)**

### **Consumer Goods (Breakout 1)**

**10:05AM – 10:40AM**

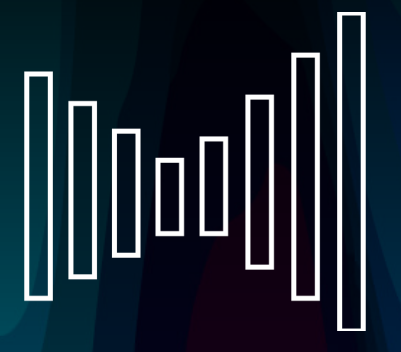
**THURSDAY, MARCH 28TH**

#### **DESCRIPTION:**

19 Park is a dynamic branding and marketing agency that specializes in crafting compelling narratives and strategies to elevate brands in the digital landscape. With a focus on creativity and innovation, they help businesses stand out and thrive in today's

**RETURN TO  
AGENDA**





## **PLAYERS TV (AA)**

### **Sports (Breakout 1)**

**10:05AM – 10:40AM**

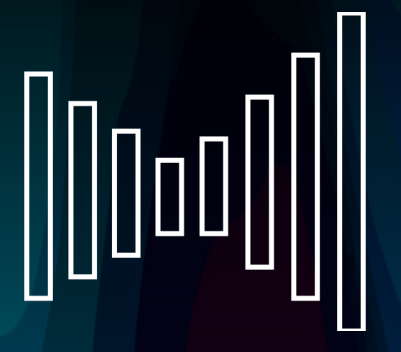
**THURSDAY, MARCH 28TH**

#### **DESCRIPTION:**

PlayersTV is a leading sports lifestyle network that offers unique and engaging content tailored for sports enthusiasts. With a diverse array of programming, they provide an immersive experience that captures the essence of sports culture and entertainment.

**RETURN TO  
AGENDA**





# ESSENCE

## Health & Pharma (Breakout 1)

**10:05AM – 10:40AM**

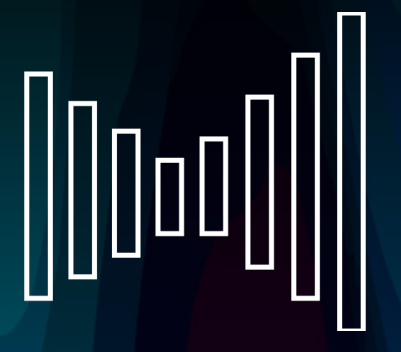
**THURSDAY, MARCH 28TH**

### **DESCRIPTION:**

Essence is a renowned media platform dedicated to celebrating Black culture and amplifying the voices of Black women. With a rich history of empowering storytelling and advocacy, Essence continues to be a vital source of inspiration and community for its audience.

**RETURN TO  
AGENDA**





## **BWA STUDIOS (AA)**

### **News & Custom Content (Breakout 1)**

**10:05AM – 10:40AM**

**THURSDAY, MARCH 28TH**

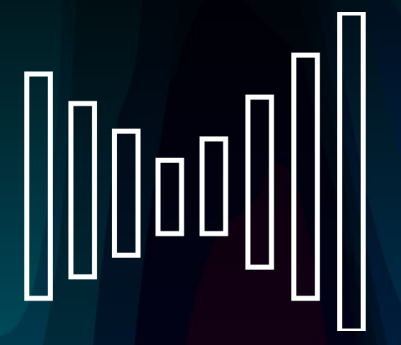
#### **DESCRIPTION:**

BWA Studios stands out as a premier production company known for crafting immersive audio experiences. With a focus on innovation and quality, they consistently deliver captivating content that resonates with audiences globally.

**RETURN TO  
AGENDA**







# COLOSSUS SSP (AA)

## Programmatic (Breakout 1)

**10:05AM – 10:40AM**

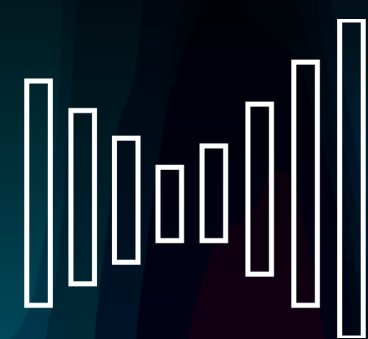
**THURSDAY, MARCH 28TH**

### **DESCRIPTION:**

Colossus Media is a leading-edge media agency offering innovative programmatic solutions, tailored to help brands effectively reach their target audience. With a focus on creativity and strategic thinking, they consistently deliver impactful campaigns that drive results in the ever-evolving landscape of programmatic advertising.

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# BREAK

**10:45AM – 11:00AM**

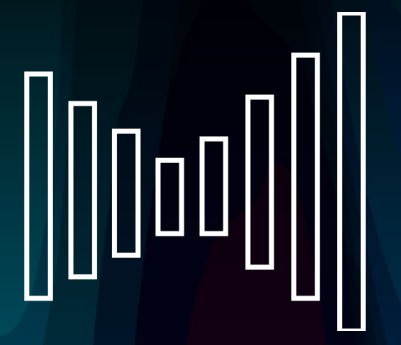
**THURSDAY, MARCH 28TH**

## **DESCRIPTION:**

Short Break.

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# **CREATOR ECONOMY PANEL**

**Group Black (AA)**  
**Culture Genesis (AA)**  
**Channel Factory (AAPI)**  
**Mirror Digital (AA)**

**11:05AM – 12:05PM**

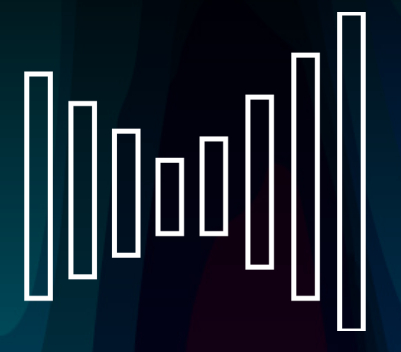
**THURSDAY, MARCH 28TH**

## **DESCRIPTION:**

Join us for an enlightening session hosted by Mary Hill, Global Strategist at Initiative, featuring insights from the Group Black team and panelists from Culture Genesis, Channel Factory, and Mirror Digital. Explore how these teams identify and amplify diverse creators, while learning about the future of the diverse creator economy in advertising campaigns.

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## **VIZIO (AAPI)**

### **Consumer Goods (Breakout 2)**

**12:10PM – 12:45PM**

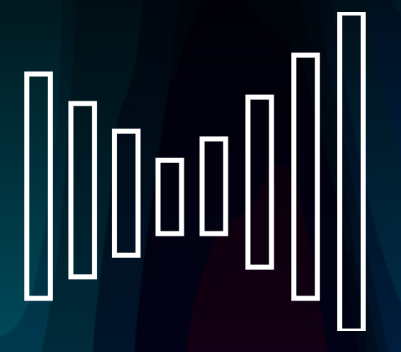
**THURSDAY, MARCH 28TH**

#### **DESCRIPTION:**

VIZIO is a renowned consumer electronics company known for its innovative televisions and home entertainment solutions. With a commitment to delivering high-quality products and immersive viewing experiences, they continue to redefine the home entertainment industry.

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## **BIG3 (AA)**

### **Sports (Breakout 2)**

**12:10PM – 12:45PM**

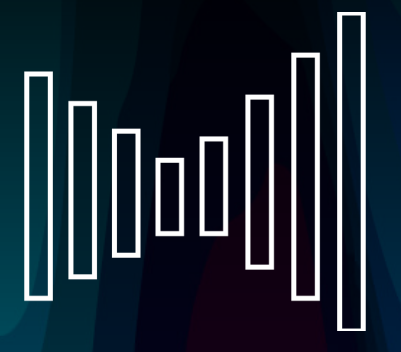
**THURSDAY, MARCH 28TH**

#### **DESCRIPTION:**

BIG3 is a premier professional basketball league founded by rapper and actor Ice Cube, featuring former NBA players and international basketball stars. With its unique 3-on-3 format and exciting gameplay, BIG3 offers fans an unparalleled basketball experience.

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# **SNIFFIES (LGBTQIA+)**

## **Health & Pharma (Breakout 2)**

**12:10PM – 12:45PM**

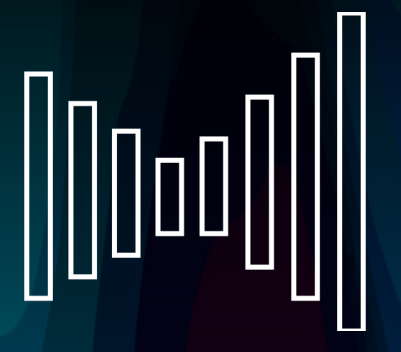
**THURSDAY, MARCH 28TH**

### **DESCRIPTION:**

Sniffies is a widely-used website and app connecting users with nearby individuals for various social interactions. With its intuitive interface and real-time location-based features, Sniffies provides a convenient platform for exploring connections and arranging meetups.

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AGENDA**





# ALLEN MEDIA GROUP (AA)

## News & Custom Content (Breakout 2)

**12:10PM – 12:45PM**

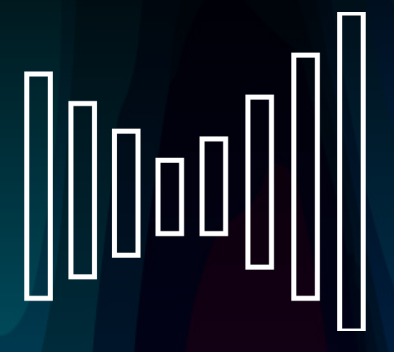
**THURSDAY, MARCH 28TH**

### **DESCRIPTION:**

Allen Media Group is a prominent media company specializing in television production and distribution, founded by media mogul Byron Allen. With a diverse portfolio of content and a commitment to amplifying underrepresented voices, Allen Media Group is a leader in the entertainment industry.

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# RW ENTERPRISES (AA)

## Programmatic (Breakout 2)

**12:10PM – 12:45PM**

**THURSDAY, MARCH 28TH**

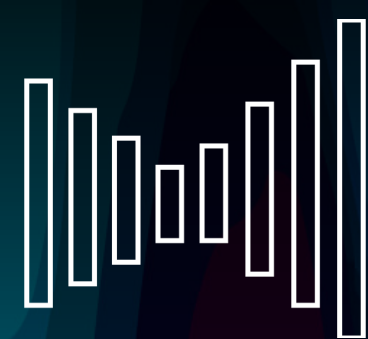
### **DESCRIPTION:**

Russell Westbrook Enterprises boasts a robust digital strategy, leveraging innovative technologies and platforms to engage audiences across various digital channels. With a focus on creativity and audience connection, their digital offerings redefine the boundaries of digital entertainment and engagement.

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# LUNCH

**12:45PM – 1:45PM**

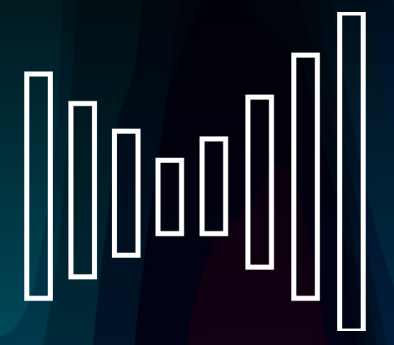
**THURSDAY, MARCH 28TH**

## **DESCRIPTION:**

A break from programming to allow for lunch.

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# INTUIT QUICKBOOKS

## Innovation Amplified: Moving Beyond Representation Toward Resonance In Brand Partnerships

**1:45PM – 2:45PM**

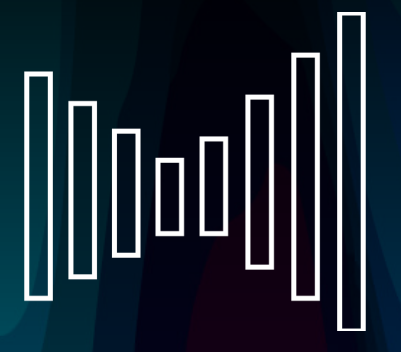
**THURSDAY, MARCH 28TH**

### **DESCRIPTION:**

Join us for a captivating fireside chat, moderated by Initiative's Director of Strategy, Josephine Loong, and featuring representatives from Initiative and Intuit QuickBooks as they delve into the significance of Intuit QuickBooks' "Win Like a Woman" campaign. Explore the importance of re-evaluating measurement techniques in diverse media campaigns and the profound impact of diverse creators and influencers on fostering authentic connections.

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# **GOPOINT STUDIOS (LGBTQIA+)**

## **Consumer Goods (Breakout 3)**

**2:50PM – 3:25PM**

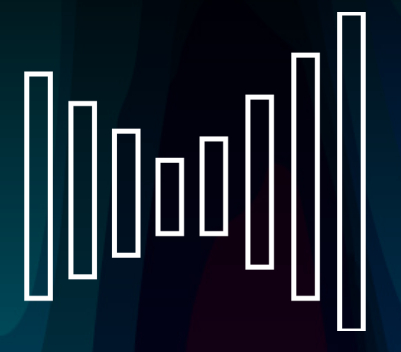
**THURSDAY, MARCH 28TH**

### **DESCRIPTION:**

GoPoint Studios is a content, design, motion, video and performance marketing (GoPoint Media) focused production service studio network developed by key veterans of the advertising, animation, and entertainment industries who have banded together to redefine how entertainment and visual communications are developed and produced for global industry.

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# HISPANIC EXCHANGE (MARCA)

## Sports (Breakout 3)

2:50PM – 3:25PM

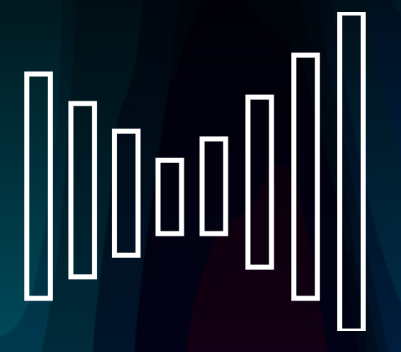
THURSDAY, MARCH 28TH

### DESCRIPTION:

Hispanic Exchange is a leading platform dedicated to fostering connections and empowering the Hispanic community. Through innovative programs and initiatives, they strive to promote diversity and inclusion across various sectors.

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## **HERO MEDIA (AA)**

### **Health & Pharma (Breakout 3)**

**2:50PM – 3:25PM**

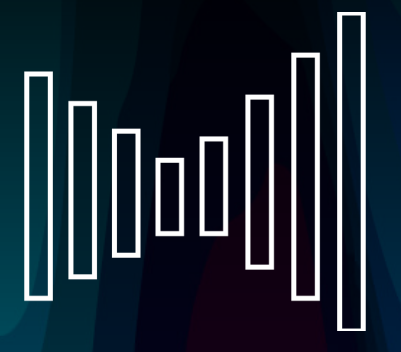
**THURSDAY, MARCH 28TH**

#### **DESCRIPTION:**

Hero Media Inc. is a dynamic marketing agency specializing in crafting compelling digital solutions to elevate brands. With a focus on innovation and creativity, they help businesses stand out in the digital landscape and drive impactful results.

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## **BLAVITY (AA)**

### **News & Custom Content (Breakout 3)**

**2:50PM – 3:25PM**

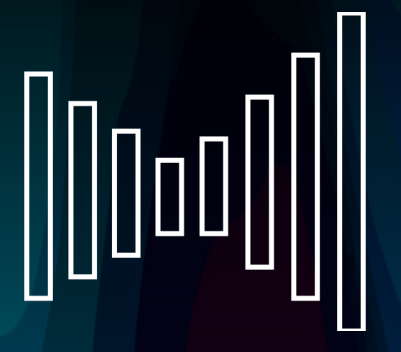
**THURSDAY, MARCH 28TH**

#### **DESCRIPTION:**

Blavity is a pioneering media and technology company, amplifying the voices and experiences of Black millennials and Gen Z. Through innovative storytelling and community-driven initiatives, they strive to create a more inclusive and empowered future.

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## **AURN+ (AA)**

### **Programmatic (Breakout 3)**

**2:50PM – 3:25PM**

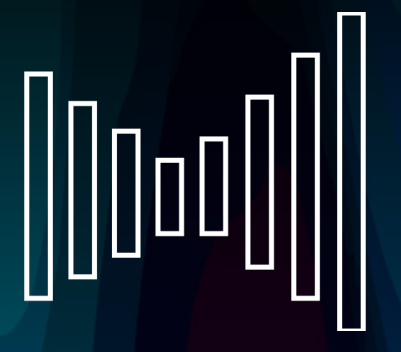
**THURSDAY, MARCH 28TH**

#### **DESCRIPTION:**

AURN (American Urban Radio Networks) is a leading media company dedicated to providing diverse perspectives and voices in the radio broadcasting industry. With a focus on representing urban communities, they deliver impactful content and news coverage to audiences nationwide.

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# BREAK

**3:30PM – 3:45PM**

**THURSDAY, MARCH 28TH**

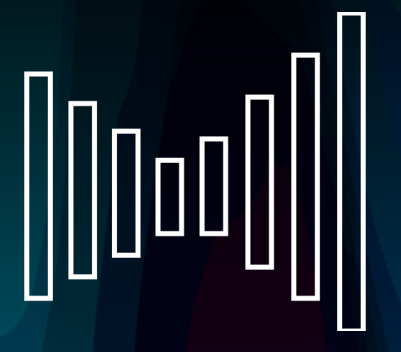
**DESCRIPTION:**

Short Break.

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# VIRTUAL NETWORKING

## Speed Networking & 1:1 Virtual Client Meetings

**3:50PM – 4:00PM**

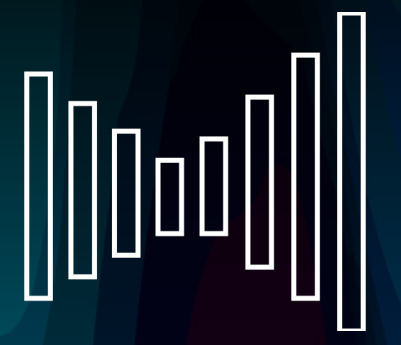
**THURSDAY, MARCH 28TH**

### **DESCRIPTION:**

Engage in dynamic virtual networking and connect with industry professionals through 1:1 meetings in our speed networking session, hosted on the RingCentral virtual event platform. Join us for productive conversations that we hope are the first step of many towards impactful business outcomes.

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# CLOSING REMARKS

**Hermon Ghermay**

**4:40PM – 5:00PM**

**THURSDAY, MARCH 28TH**

**DESCRIPTION:**

Join us for insightful closing remarks and futurecasting led by Hermon Ghermay, Global Chief Culture Officer at IPGMB. As our event draws to a close, Hermon will provide invaluable perspectives on emerging trends and strategies shaping the future of sustainable equity investment.

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