

# Tapestry Consulting LLC

presents



September 21, 2023  
Hosted by Dr. Ayanna R. Cummings, CDE®, SPHR  
Owner & CEO, Tapestry Consulting, LLC



# Join us September 21, 2023

## Save The Date

### SEPTEMBER 21, 2023



## DEI CONFERENCE

Hosted By:



Tapestry Consulting, LLC

Diversity Equity Inclusion

## Registration Opens January 2023

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# Our Mission

Strategic Cultural Transformations Virtual DEI Conference serves as a catalyst for real organizational change that advances accountability and action for DEI outcomes. Participants will uncover methods that help to engrain Diversity, Equity, and Inclusion into the very tapestry of company culture with sustainable and meaningful impact. Attendees in all learning tracks will glean strategies and insights that help them champion cultural transformation in their workplaces. Key takeaways include developing tools that enable DEI advocates to amplify and empower equity and inclusion in modern organizations.



# Registration Opens January 2023

**Visit**  
**[StrategicCulturalTransformations.vfairs.com](https://StrategicCulturalTransformations.vfairs.com)**  
**for more information and to Register.**





# Strategic Cultural Transformations

## Purpose, Vision, & Pillars of Action



**Our Purpose:** Advancing DEI Cultural Transformation through proven strategy.

**Our Vision:** Demonstrating accountability for DEI, sharing methods & insights, measuring actionable progress towards change, and achieving results on key DEI metrics.

## PILLARS OF ACTION



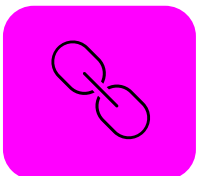
Speak truth regarding current status; report transparently regarding key metrics to internal and external stakeholders.



Engage all organizational members in cultural transformation; convey the vision and messaging broadly, frequently, and loudly to ignite change; form a guiding coalition who will evangelize the message.



Evaluate all internal and external systems, policies, practice, procedures, and processes for bias and discrimination? e.g., PA system, Recruiting & Hiring, Vendor & Supplier Diversity, etc.



Communicate a consistent and actionable message & determine what resonates with audience members to activate change when necessary. Ensure leader behaviors are consistently inclusive.



Monitor and evaluate progress systemically and frequently; continuously improve upon goals and metrics with the input and collaboration of all stakeholders.

# Meet our Experts



# Learning Tracks

1

## **Metrics-Grounded Leadership & Strategy**

(35-40 Minutes, + 5-10 Minute Q&A)

For Seasoned DEI Professionals

2

## **Ubuntu: A Human Centered Approach to DEI Strategy**

(35-40 Minutes, + 5-10 Minute Q&A)

For All Levels

3

## **Getting to the Heart of DEI**

(35-40 Minutes, + 5-10 Minute Q&A)

For Aspiring DEI Professionals

4

## **Micro-Learning Track**

(20 Minutes or Less)

For All Levels





# Community Outreach & Impact

## Scholarships

- Partner with Atlanta University Center institutions including Clark Atlanta University, Morehouse College, Spelman College, and Morris Brown College, to award 4 Scholarships to deserving students.
- Scholarship awards will range from \$1,000-\$5,000
- Scholarships will be awarded in honor of Mrs. Ruby Lott Stroman, Founding Director of the Jamaica, Queens Headstart Program, NYC

## #GiveBack 2024

- Grocery Giveaways & Market Shopping
- Door Prizes
- Clothes Donations
- Shoes
- Toiletries
- Cleaning Supplies
- Blankets






# Target Outcomes


- Strategic goals & methods align verbal commitments to achieving DEI objectives with real, measurable actions.
- Expert session leaders deliver practical knowledge and insights in a variety of DEI-relevant domains for participants' effective execution.
- Key stakeholders are fully engaged in DEI objective delineation and attainment at every step in the Cultural Transformation journey.
- Internal (employees) and external community (members of the community-at-large) benefit from intellectual capital exchange on matters that affect them, their interactions, their lives, and their work each day.
- Scholarships and #GiveBack events benefit the community at large while raising community members' awareness about brand DEI objectives and commitments.




# Sponsorship Value Proposition




Multiple track options and learner levels engage all attendees in meaningful strategic cultural transformation knowledge sharing activities that aid them in being agents for cultural transformation in their respective roles.




Experts in DEI space benefit from collaboration, knowledge sharing, exchange of ideas and other resources, and have the opportunity to network with industry leaders.



Exposure and visibility for sponsors maximize alignment with their public commitments to achieving DEI objectives in myriad domains, capturing the “actionable” component in driving change.



Through education and intellectual capital exchange on DEI strategy and implementation methods, sponsors benefit by significantly improving DEI metrics.



Scholarships & Community #GiveBack engagements reify the Sponsors' commitments to DEI goals, objectives, and real outcomes.

# SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	PLATINUM \$5000	GOLD \$2500	SILVER \$1000	BRONZE \$500	DE&JBA CHAMPION \$100
# OF FREE CONFERENCE REGISTRATIONS	25	20	15	10	5
PRE-EVENT RECOGNITION					
Social Media Promotion (Facebook, LinkedIn, Twitter)	●	●	●	●	●
Website Presence	●	●	●	●	●
Email Blasts	●	●	●	●	●
Event Flyer	●	●	●	●	●
Press Release	●	●	●	●	●
In-App Sponsorship Page Recognition	●				
DAY OF EVENT RECOGNITION					
Program Inclusion	●	●	●	●	●
Inclusion in Sponsorship Page on Event Website	●	●	●		
POST-EVENT RECOGNITION					
Outgoing Press Releases	●	●	●	●	
Company LinkedIn Newsletter	●	●	●	●	●
Thank You Email Blast	●	●	●	●	●



# Additional Sponsorship Options



**Promotions via Email, Social Media, and/or Website**



**Connections to Additional Potential Sponsors for Proposal Review & Consideration**



**Presenting Sponsorships that enable visibility of the Sponsor organization's brand by engaging our audience as Session Leaders and Presenters.**



**Consulting Sponsors who advise and consult with the Host on strategy, promotion, marketing, advertising, and overall event outcome success.**

# Meet Our Sponsors



# About Tapestry Consulting, LLC



## Our Mission:

Creating a Tapestry that defines our ideals.

## Our Vision:

Making the case for DEI in every aspect of our lives.

Tapestry Consulting, LLC is a Diversity, Equity, & Inclusion consulting firm in Atlanta, Georgia, which seeks to utilize inferences drawn from scientific data collection methodologies to deliver valuable diversity, equity and inclusion strategies that improve overall company growth and performance for clients in small, medium, and large businesses and governmental entities internationally.

