



Kentucky Chamber

77th ANNUAL MEETING

presented by

大成 DENTONS

September 20, 2023

Omni Hotel Louisville

POST-EVENT REPORT



Kentucky Chamber **77th ANNUAL MEETING**

presented by **大成 DENTONS**

Each year at the **Annual Meeting Dinner** the Kentucky Chamber celebrates with our members the key accomplishments of the past year, looks ahead to the future, and continues our mission to improve the business climate in the Commonwealth. The dinner draws government dignitaries and more than 900 business leaders from across the state.



Distinguished Speakers



“ Another successful annual meeting – look forward to next year!

Tremendous event! Well done!

Loved the year in review video!

An excellent event, well organized and well managed.

Moderator did great!

Great event. The food was excellent, and the networking event was outstanding.

Great job!

Networking time is the most important part of the night.

Excellent event.

Fantastic event. Really impactful as far as audience members.

Overall, well done and very informative.

This was an excellent event. Very well done! Thank you for having me, and I look forward to next year!



Return on Investment



Those in attendance saw and heard your company name through:

Sponsor signage/banners

Slides shown

Verbal recognition of sponsors

Printed program

Menu card

Attendee Demographics

Titles:

Those with the following titles were in attendance:

51% Executive

14% Director

7% Manager

8% Government Official

20% Other

Industries Represented:

55% Services

17% Finance, Insurance, & Real Estate

11% Transport., Comm., Electric, Gas, & Sanitary

7% Manufacturing

6% Public Administration

4% Construction

1% Mining

1% Wholesale Trade

1% Retail Trade

Company Size (# of employees):

0-100 45%

101-250 26%

251-500 15%

501-1000 13%

The Kentucky Chamber Annual Meeting Dinner has been and will continue to be successful thanks to our sponsors, community investors and partners.

Thank you for your support!
View our sponsors here.



Brand Visibility

In-House Marketing

Email

14	Unique promotions
91,241	Emails delivered
22,791	Unique opens
1,262	Clicks

Social Media

Facebook

106,357	Impressions
1,711	Engagements

LinkedIn

1,654	Impressions
56	Engagements

Twitter

7,157	Impressions
66	Engagements

Press

3	News Release
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Website Presence

Sponsor logos and company webpage links displayed at www.kychamber.com/events/annualmeeting.

Brand Exposure

Web, print, advertising, email and social media.



Outside Marketing

Digital

2	Bottom Line digital ads
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Print

1	1/8 page Kentucky Chamber News Print Ad
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Overall Event Rating

