



Kentucky Chamber

INAUGURAL **KENTUCKY YOUNG  
PROFESSIONALS  
SUMMIT**

presented by **Deloitte.**

**APRIL 23, 2024**

LOUISVILLE MARRIOTT EAST

## Post-event Report

### Young Professional of the Year

Alexandria Abell

Vice President and Commercial Banking Relationship Manager, PNC Bank





I loved this event and would definitely attend another one next year. Thank you!

I brought a group from a new Young Professionals group who vary in age and experience. Each person learned something valuable that could be brought home and implemented in their day today lives. I can't wait for next year's summit!

Thanks so much to all the speakers! They were awesome!

I would like to thank everyone that had a hand in putting this event together and all of the speakers and workers. This is something I would definitely attend again.

I really like the motivational speaker and the personal branding.

Pleasantly surprised with the event. It was great!

The event was great and I look forward to future iterations.





# RETURN ON INVESTMENT

# INAUGURAL KENTUCKY YOUNG PROFESSIONALS SUMMIT



**ATTENDEES**

Those in attendance saw and heard your company name through:

Sponsor signage/banners

Slides shown

Verbal recognition of sponsors

Event program

## ATTENDEE DEMOGRAPHICS

### Titles (of those in attendance)

13% Executive

16.5% Director

16.5% Manager

54% Other

### Industries Represented:

66% Services

12% Manufacturing

9% Transportation, Communications, Electric, Gas, and Sanitary Needs

6% Public Administration

5% Finance, Insurance, and Real Estate

1% Wholesale Trade

1% Retail Trade

### Company Size (# of employees):

62% 0-100

17% 101-250

14% 251-500

7% 501-1000



**SPONSORS & EXHIBITORS**

The Young Professionals Summit has been and will continue to be successful thanks to our sponsors and exhibitors.

Thank you for your support!

**View our sponsors and exhibitors here.**



**OVERALL EVENT RATING  
4 OUT OF 5**

# BRAND VISIBILITY

# INAUGURAL KENTUCKY YOUNG PROFESSIONALS SUMMIT

## IN-HOUSE MARKETING

### Email

15	Unique promotions
194,354	Emails delivered
68,727	Unique opens
1,741	Clicks

### Social Media

#### Facebook Ads

134,529	Impressions
860	Engagements

#### Facebook Posts

6,291	Impressions
274	Engagements

#### LinkedIn Posts

812	Impressions
46	Engagements

#### Twitter

6,893	Impressions
195	Engagements

### Press

1	News Release
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### Website Presence

Sponsor logos and company webpage links displayed at [www.kychamber.com/events/youngprofessionals](http://www.kychamber.com/events/youngprofessionals)

### Brand Exposure

Web, print, advertising and email.

## OUTSIDE MARKETING

### Digital

6	Business Lexington digital ads
1	Business Lexington E-blast

### Print

1	Business Lexington print ad
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### Radio

Forcht Broadcasting – 8 stations across Kentucky  
Kentucky Sports Radio (KSR) – live reads



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## SPONSOR IN 2025!

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