

INSIGHTS 2024 INTERNATIONAL TOURS & PROGRAMMING LEADS

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Event	Date	Location	Lead/Co-Lead
Health First & UnitedHealthcare Tour	Jan. – Mar, 2024	Atlanta, GA Austin, TX Orlando, FL	Ciera
John Carter 60 th Sexy Sneaker Affair	Feb. 3, 2024	McDonough, GA	Erica
NBA All-Star: Celebrity Game-A-Thon	Feb. 17, 2024	Indianapolis, IN	Karen
WBENC: National Conference:	Mar. 19-22, 2024	Denver, CO	
Ben Crump - Social Justice Weekend	Mar. 30, 2024	Los Angeles, CA	Shanell/Giavani
Power to Impact Tour:	Mar. – Oct. 2024	3 Cities: Denver, Palm Springs & Atlanta	Shanell/Mokeeda
NMSDC: Minority Economic Forum	May 14-16, 2024	Seattle, WA	Shanell
All White Affair	May 31, 2024	Atlanta, GA	Karen/Mokeeda
Health First Tour – Divine Nine & HBCU Tour	June – Dec. 2024	Select HBCUs & Classics	Ciera
Pretty Divas Brunch & DAY Escape	June 2, 2024	Atlanta, GA	Mokeeda
Omega Psi Phi Fraternity: 84 th Grand Conclave	June 24-July 2, 2024	Tampa, FL	Ciera
Alpha Phi Alpha Fraternity: 98 th Convention	June 27-30, 2024	Rancho Mirage, CA	Ciera/Shanell
Ess4nce of July Weekend: 4 Events	July 4-6, 2024	New Orleans, LA	
TechHER	July 5, 2024	New Orleans, LA	
ESPYS: Celebrity Game-A-Thon	July 9, 2024	Los Angeles, CA	Shanell/Daanann
Alpha Kappa Alpha Sorority: 71 st Boule	July 6-11, 2024	Arlington, TX	Shanell/Mokeeda
National Bar Association (NBA) Convention	July 12-19, 2024	Las Vegas, NV	Shanell
NBA President’s Reception	July 15, 2024	Las Vegas, NV	Shanell
MLB All-Star: Celebrity Game-A-Thon	July 14, 2024	Dallas, TX	Karen/Daanann
Zeta Phi Beta Sorority: Boule	July 23-28, 2024	Indianapolis, IN	Ciera/Mokeeda

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Health Matters: Real Talks Tour	July 29, 2024 Oct. 20, 2024	Atlanta	Ciera
NGLCC: Business & Leadership Conference	July 30 – Aug. 2, 2024	Palm Springs, CA	Shanell
Cigars & Conversations Tour – 4 Markets	July 30, 2024 TBA Sept. 14, 2024 Oct. 22, 2024	Palm Springs, CA Martha’s Vineyard Washington, DC Atlanta, GA	Shanell/Star
NABJ & NAHJ Convention	July 31-Aug 4, 2024	Chicago, IL	Star/Erica
Martha’s Vineyard (Various Activations)	Aug. 14-18, 2024	Massachusetts	Star/Erica
National Medical Association	Aug. 3-7, 2024	Washington, DC	Star/Erica
Night Call: NMA Celebration	Aug. 5, 2024	Washington, DC	Star/Erica
MEAC/SWAC Challenge Weekend	Aug. 23-24, 2024	Atlanta, GA	Ciera
NBMBAA Conference (MBA Reunion)	Sept. 2024 - Date TBA	Washington, DC	Star/Erica
HBCU Classics & Homecomings Tour	Sept.- Nov. 2024	7 HBCU Homecomings & 5 Classics	Ciera/Karen
NFL London Passport Life Tour	Sept. 2024 - Dates TBA	London, England	Shanell/Giavani
Shades of Mass (SOM) Conference	Sept. 2024 - Date TBA	Location TBA	
Congressional Black Caucus Foundation Annual Legislative Conference	Sept. 11-15, 2024 Sept. 12, 2024	Washington, DC	Star/Erica
Power to Impact			
Alabama Power, Georgia & Florida Receptions (CBC Invite Only)	Sept. 12-13, 2024	Washington, DC	Star/Erica

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Billion Dollar Roundtable	Dates TBA	San Francisco, CA	
BossHER HBCU Homecoming Tour	Oct. – Nov. 2024	5 HBCUs	Ciera/Karen
NMSDC Conference	Oct. 20-23, 2024	Atlanta, GA	Ciera/Shanell
Unity Week (NBIC)	Nov. 2024 - Dates TBA	Location TBA	
Afrotech Conference	Nov. 13-16, 2024	Houston, TX	Shanell
Jonas Jennings 21 st Annual BIG Giveaway	Nov. 25, 2024	Atlanta, GA	Michelle
BMS: Hope for the Holidays	Dec. 2024 - Dates TBA	Trenton, NJ	Star/Erica
Passport Life Global Tour	Dates TBA	Guam & Ghana	Shanell
Ben Crump – Social Justice Benefit Weekend	Dec. 20-22, 2024	Atlanta, GA	Shanell/Ciera
Celebration Bowl	Dec. 21, 2024	Atlanta, GA	