

AAF Atlanta Cornerstone Events & Initiatives 2025

In an era of political retreat from diversity, equity, and inclusion, we have centered our cornerstone initiative on it. By launching the AAF Atlanta Inclusion Workshop Lunch Series, we are empowering the advertising industry to remain at the forefront of social progress.

The AAF Atlanta Inclusion Workshop Lunch Series was designed as a multi-event, daytime learning experience that moved inclusion from conversation to action within Atlanta's advertising, marketing, and media community. Hosted at leading agencies and partner organizations, the series convened brand leaders, agency executives, entrepreneurs, and emerging talent for candid discussions, skill-building, and relationship-driven learning centered on equity, access, and opportunity.

Unlike traditional panel events, each workshop paired curated panel discussions with facilitated table breakouts. This format allowed attendees to engage directly with senior leaders while also building meaningful peer-to-peer connections. The series emphasized actionable insights, lived experience, and real-world application—positioning inclusion as a driver of innovation, career growth, and business sustainability.

Why We Created This Series

AAF Atlanta launched the Inclusion Workshop Lunch Series to address a clear gap in both the local market and the organization's existing programming.

Market Gap

While many industry events referenced diversity and inclusion, few offered sustained, action-oriented programming centered on underrepresented voices. Even fewer provided tangible career advancement tools, leadership development, and business growth across brand, agency, & entrepreneurial pathways.

AAF Atlanta Gap

Historically, AAF Atlanta programming leaned heavily toward evening networking events, which often limited accessibility for professionals with demanding schedules, caregivers, or those earlier in their careers. This series intentionally shifted to a lunch-hour format, creating a more inclusive and approachable entry point while maintaining depth, credibility, and senior-level engagement.

Identified Risks

- Launching a daytime series could reduce attendance
- Inclusion-focused programming could be perceived as niche or performative
- Non-members might attend without converting to long-term engagement

Risk Mitigation Strategies

- Partnered with respected agencies as sponsors as well as exclusively invited Atlanta-area panelists to anchor credibility
- Centered programming on career growth, innovation, and business outcomes rather than abstract DEI language
- Designed the series as a multi-event journey to encourage repeat participation
- Measured success beyond attendance, including repeat engagement and membership conversion

Series Demographics and Reach

The series successfully attracted a highly diverse audience and expanded AAF Atlanta's reach beyond its existing membership base.

Membership Impact

- 7% were AAF Atlanta members prior to the series
- 11% became AAF Atlanta members during or after the series
- 18% total AAF Atlanta member participation

- 82% of attendees were non-members, reflecting strong reach beyond existing AAF audiences
- 14% attended more than one event, signaling sustained interest and relevance

Demographic Comparison to Atlanta Metro

Using data from [Statistical Atlas](#), [Radix](#), and [Neilsberg Research](#), attendee demographics were compared to the Atlanta Metro population.

Ethnicity Index Highlights

- Black attendees (48%) closely mirrored the metro population (48.2%) (Index ~99)
- Hispanic & Asian attendees (11% each group) were significantly overrepresented (5% each group) (Index ~220 each)
- White attendees (30%) were underrepresented relative to the metro average (41%) (Index ~73)

Gender Index Highlights

- Women comprised 68% of attendees versus ~52% of the metro population (Index ~131)
- Male participation (32%) was proportionally lower compared with the metro (48%) (Index ~67)

These findings demonstrate that the series successfully engaged professionals historically underrepresented in traditional advertising leadership spaces—particularly women, Hispanic professionals, and Asian professionals—while maintaining strong representation reflective of Atlanta’s Black population. (*Exhibit A - Member and Demographics breakout*)

Event Breakouts

March 25, 2025 | Presented by each+every | Location: 22squared Atlanta | Time: 11:30AM-1PM

Title: *Inclusive Representation in Advertising: Shaping Authentic Narratives*

This kickoff event focused on foundational inclusion strategies and the role of authentic representation in driving audience connection, brand trust, and business growth. Panelists shared actionable frameworks for

avoiding stereotypes, building inclusive creative systems, and ensuring diverse voices are present throughout the creative process. *(See Exhibit B — March Event Assets)*

- Brand Panelist: Brandi Stone-Watkins (Director of Media & Digital Marketing at Carter's)
- Agency Panelist: Shea Johnson (Executive Creative Director at Trade School)
- Strategy / Data & Analytics Panelist: Megha Parikh (Executive Strategy Director at VML)
- Content Creator / Influencer Panelist: Paula Fontana (Fly Hip + Ageless Content Creator and VP, Engagement at National Black MBA Association)
- Moderator: Janis Middleton (Chief Inclusion Officer, Partner at Chalkboard Ventures — 22squared, each+every, and Trade School)

Attendee Breakout (Max Goal: 60)

- Total Attendance: 59
- Members: 9 (Counting 2 who joined during or after series)
- Overall New Attendees: 52

Net Profit: \$337.57 (Sponsors covered venue, food, & drinks)

Goal: Attract new audiences and establish credibility

Outcome: Achieved, with 88% first-time AAF Atlanta attendees

April 21, 2025 | Presented by Majority | Location: WPP Atlanta | Time: 11:30AM-1PM

Title: *Cultural Sensitivity and Avoidance of Appropriation*

This session emphasized cultural appreciation, agency ownership, and entrepreneurial leadership.

Panelists explored how cultural missteps impact brand reputation and shared strategies for building respectful, culturally informed campaigns. *(See Exhibit C — April Event Assets)*

- Brand Panelist: Gregory Lewis (SVP, Global Brand Advertising at Citibank)
- Agency Panelist: Micöl Rankin (Group Creative Director at Majority)
- Strategy / Data & Analytics Panelist: Dr. Alvin Glay (Chief Strategy Officer at Response Media)
- Content Creator / Influencer Panelist: Darrell Booker (Host of Hulu's docu-series, *Our America: In The Black* and Corporate Affairs Specialist at Microsoft)
- Moderator: James Whitaker (Founder + CEO, Agorgo + AAF Atlanta Inclusion Chair — Substitution for Jacque Reid due to scheduling conflict)

Attendee Breakout (Max Goal: 60)

- Total Attendance: 73
- Members: 24 (Counting 15 who joined during or after series)
- Overall New Attendees: 64

Net Profit: \$456.63 (Sponsors covered venue, food, & drinks)

Goal: Drive deeper engagement and membership conversion

Outcome: Achieved, including new individual and corporate memberships {Majority joined post-series}

May 14, 2025 | Presented by Chemistry | Location: Chemistry Atlanta | Time: 11:30AM-1PM

Title: *Diverse Leadership & Workforce in Advertising: Driving Innovation*

This workshop explored the crucial role that diverse leadership and workforce play in fostering innovation and creativity in the advertising industry. learned about the benefits of having a diverse team at all levels of an organization, the challenges of achieving diversity, and strategies for creating an inclusive workplace culture. (*See Exhibit D — May Event Assets*)

- Brand Panelist: Alexis Roe (VP, DEI Impact and Strategic Initiatives at Atlanta Hawks)
- Agency Panelist: Rachel Ooms (Executive Client Director at Crossmedia)
- Strategy / Data & Analytics Panelist: Alana Leverette (Director of Marketing, Nielsen)
- Human Resources Panelist: Christofer Peterson (Chief People Officer at Chemistry)
- Moderator: Jacque Reid (Emmy-Award Winning Journalist, Co-Host of Reid This Reid That with Joy-Ann Reid, and Host of VeganSexyCool)

Attendee Breakout (Max Goal: 60)

- Total Attendance: 69
- Members: 15 (Counting 5 who joined during or after series)
- Overall New Attendees: 59

Net Profit: \$480.55 (Sponsors covered venue, food, & drinks)

Goal: Sustain attendance momentum and topic relevance

Outcome: Achieved through strong turnout, continued member growth and engagement

October 28, 2025 | Presented by Majority | Location: WPP Atlanta | Time: 11:30AM-1:30PM

Title: *When They Won't Change, We Build Our Own: Inclusion, Innovation, & Impact*

The culminating event reinforced the theme of building alternative pathways when systems resist change.

Panelists shared experiences of leaving inequitable environments to build more inclusive platforms, connecting inclusion directly to sustainability, leadership accountability, and future-focused industry change. (See Exhibit E — October Event Assets)

- Brand Panelist: Jazmyn Williams (VP, Brand Marketing at The Honey Pot)
- Agency Panelist: David Gacsko (Founder of Hierarchy + AAF Atlanta Marketing Chair)
- Strategy / Data & Analytics Panelist: Sequoyah Glenn (Founder of ninetwofour)

- Content Creator / Influencer Panelist: Christopher Peay (CMO, Co-Founder of Cxmmunity Media)
- Moderator: Angie Ahumada (Project Manager, Delta Airlines + AAF Atlanta Past President)
- Forward: Asmirh Davis (Founding Partner + President, Majority)

Attendee Breakout (Max Goal: 60)

- Total Attendance: 63
- Members: 16 (Counting 9 who joined during or after series)
- Overall New Attendees: 56

Net Profit: \$455.34 (Sponsors covered venue, food, & drinks)

Goal: Retain relevance and reinforce long-term engagement

Outcome: Achieved through high percentage of new attendees and continued member conversion. We also increased the event timing by 30 minutes due to both attendee and panelist demand from previous workshops.

Conclusion

Series Impact

The Inclusion Workshop Lunch Series achieved strong attendance, diverse participation, and meaningful engagement across all four events. Feedback consistently highlighted the value of daytime accessibility, authentic dialogue, and actionable takeaways.

What Worked

- Lunch-hour format increased accessibility
- Strong agency and brand partnerships
- Practical, career-focused discussions

- High percentage of first-time AAF Atlanta attendees
- Second-most profitable AAF Atlanta programming behind the AAF Atlanta Advertising Awards

Opportunities for Improvement

- Venue capacity limitations
- Pricing did not fully reflect value delivered

Future Plans

AAF Atlanta will continue the series in March 2026 (Publicis — Mentorship Focus), May 2026 (Chemistry — Accessibility Focus), and September 2026 (Majority — Creative Production Focus), with increased pricing to reflect demand and production value.

Replicability

AAF Atlanta is currently in discussions with AAF Los Angeles, Chicago Advertising Federation (CAF), and AAF Nashville to replicate this model. The series provides a scalable blueprint that combines local partnerships, inclusive programming, and measurable membership growth.

AAF Atlanta Inclusion Mission Statement: Inclusion Is Not a Department - It's Our Foundation.

At AAF Atlanta, we believe creativity thrives when diverse perspectives are at the table. Our mission is to foster an inclusive community where talent from all backgrounds can connect, collaborate, and grow. We focus on tangible actions — mentorship programs, inclusion workshops, and events that amplify underrepresented voices — to ensure equity is embedded in everything we do. Rather than making one-time commitments, we work to make inclusive thinking the default in our industry. By championing diversity through opportunity and access, we help Atlanta's advertising community better reflect the vibrant culture it serves. Our goal is to build an industry where everyone feels seen, heard, and empowered to create their best work. AAF Atlanta: Our commitment to diversity, equity, and inclusion isn't just in our words—it's in our roots. (*Exhibit F*)

Exhibit A — Demographics and Membership Breakouts

Exhibit B — March Event Assets

Event Details & Panel Discussion Flow *(Exhibit B1)*

3. Megha Parikh (Executive Strategy Director-VML)
4. Paula Fontana (Fly Hip Ageless // VP, National Black MBA Association)

For a **20-minute panel discussion with Brandi Stone-Watkins, Shea Johnson, Megha Parikh, and Paula Fontana**, it's essential to create a flow that allows each panelist to bring their unique perspective while maintaining an engaging conversation. Here's a **suggested flow of questions** and how to move between panelists:

1. Start with Brandi Stone-Watkins (Director of Media & Digital Marketing at Carter's)

Reason to Start with Brandi: Carter's focus on **inclusive representation** in media and digital marketing for **children's apparel** provides a strong foundation for the conversation. Her insights can set the tone for how brands should approach inclusivity.

Questions for Brandi (Start with Industry Challenges):

- How does Carter's use digital marketing and media strategies to ensure diverse families feel authentically represented in your brand's messaging?
- What roles do paid media, programmatic advertising, and social platforms play in reaching and engaging underrepresented audiences?

2. Move to Shea Johnson (Executive Creative Director at Trade School)

Reason to Move to Shea: Shea brings a **creative leadership** perspective, focusing on how **inclusive representation** is integrated into creative strategies. After Brandi's focus on media, Shea can dive into the creative aspect of inclusive representation.

Questions for Shea (Creative Strategy Focus):

- As an Executive Creative Director, how do you challenge brands to think beyond traditional narratives and embrace more inclusive, forward-thinking storytelling?
- What are some overlooked or unexpected ways brands can incorporate inclusivity into their creative work beyond just casting and representation?

3. Move to Megha Parikh (Executive Strategy Director at VML)

Reason to Move to Megha: Megha offers a **data-driven perspective** on inclusive representation, which contrasts with Brandi and Shea's creative angles. After talking about media and creative strategies, Megha can explain how **data and analytics** influence inclusive representation.

Questions for Megha (Data and Analytics Focus):

- How does VML use consumer data and behavioral insights to identify gaps in representation and help brands create more inclusive advertising?
- How can predictive analytics and AI help brands stay ahead of evolving consumer expectations for diversity and representation in marketing?

4. End with Paula Fontana (Content Creator and Influencer)

Reason to End with Paula: Paula, with her extensive experience as a **content creator and influencer**, brings a **real-world and audience-driven** perspective on inclusive representation. Ending with her gives a **personal, audience-focused angle** that ties back to the community aspect of representation.

Questions for Paula (Content Creator and Audience Engagement Focus):

- How do you see brands successfully (or unsuccessfully) engaging with creators over 40 to ensure authentic representation?
- What role does storytelling play in creating content that resonates with diverse audiences, and how do you approach it as a creator?
- How can brands move beyond transactional influencer partnerships and build long-term, inclusive relationships with content creators who genuinely align with their values?

Suggested Flow:

1. Brandi Stone-Watkins (Start with industry overview on inclusive media strategies)
2. Shea Johnson (Transition to creative execution and the challenges of integrating inclusivity)
3. Megha Parikh (Shift to data-driven insights, analytics, and measurable impact)
4. Paula Fontana (End with audience-centric perspective from an influencer/content creator)

This flow allows the conversation to build from **broad industry insights to creative strategies, data-driven approaches**, and finally, a **personal creator experience**—creating a dynamic and engaging discussion.

- **12:30 PM - 12:50 PM:** Group Breakout Sessions (with Table Captains that are either Panelists or AAC Board Members – or both)
 - **Discussion Topics: (1 topic per table)**

Eventbrite Page (Exhibit B2)



The Eventbrite page features a header with the event title "AAF Atlanta Inclusion Workshop Lunch presented by each+every" and a "TUESDAY 22-MAR-2025 11:30 AM EST" badge. Below the header is an "EVENT ENDED" status bar. The main content area includes an "Overview" section with a description of the event, a "NEW Location" section with the address "1170 Peachtree St NE, Atlanta, GA 30309", and a "Follow" button. The event is organized by "AAF Atlanta".

AAF Atlanta Inclusion Workshop Lunch presented by each+every

by AAF Atlanta

Overview

AAF Atlanta Inclusion Workshop Lunch presented by each+every

Starting in March, we're hosting our AAF Atlanta Spring 2025 Inclusion Workshop Lunch Series, a dynamic three-part event dedicated to advancing diversity and inclusion in advertising. This series will bring together industry leaders, innovators, and advocates to share insights and strategies for shaping a more inclusive and impactful advertising landscape. Our March 2025 Workshop will focus on Shaping Authentic Narratives presented by each+every.

NEW Location

Guided by David Offens at The Procurement (22844161)

1170 Peachtree St NE
Atlanta, GA 30309

Linkedin Event (Exhibit B3)



The LinkedIn event page displays the event title "AAF-Atlanta Inclusion Workshop Lunch presented by each+every" and the date "Tue, Mar 25, 2025, 11:30 AM - 1:30 PM (your local time)". It includes a location pin for "1170 Peachtree St NE, Atlanta, Georgia, US, 30309" and a "Event Link" with a URL. The event is organized by "AAF Atlanta".

AAF-Atlanta Inclusion Workshop Lunch presented by each+every

Event by AAF Atlanta

Tue, Mar 25, 2025, 11:30 AM - 1:30 PM (your local time)

1170 Peachtree St NE, Atlanta, Georgia, US, 30309

Guided by David Offens at The Procurement (22844161)

Event Link - <https://www.eventbrite.com/e/2277820377849>

Wala Narda-Henry, RBA and 2 others are interested in attending

Instagram Post (Exhibit B4)



The Instagram post features a header with the event title "AAF Atlanta Inclusion Workshop Lunch presented by each+every" and a "TUESDAY MARCH 25, 2025 11:30 AM EST" badge. Below the header is a "No comments yet" message and a "Start the conversation" button. The post includes a "Log in to like or comment" link.

AAF Atlanta Inclusion Workshop Lunch presented by each+every

TUESDAY MARCH 25, 2025 11:30 AM EST

No comments yet.

Start the conversation.

Log in to like or comment.

Event Details & Panel Discussion Flow (Exhibit C1)

- **Why?** As Group Creative Director for a multicultural agency, **Micco** can build on Gregory's insights by sharing how agencies balance cultural storytelling with creative authenticity.
- **Questions:**
 - What are some key considerations when crafting campaigns that celebrate culture without falling into appropriation or stereotype reinforcement?
 - Majority is known for its culturally resonant storytelling—what's your process for ensuring campaigns don't just include diverse voices but empower them in the creative execution?

[Eventbrite Link](#) (Exhibit C2)

The image shows an Eventbrite event page. At the top is a promotional banner for the 'AAF Atlanta Inclusion Workshop Lunch presented by Majority'. The banner features the AAF logo, the text 'adams INCLUSION WORKSHOP LUNCH PRESENTED BY MAJORITY', and several headshots of diverse individuals. Below the banner, the event title 'AAF Atlanta Inclusion Workshop Lunch presented by Majority' is displayed, along with a 'Follow' button and a 'Subscribe' button. The 'Overview' section provides details about the event, stating it is a dynamic three-part event dedicated to advancing diversity and inclusion in advertising. It mentions that the series is bringing together industry leaders, innovators, and advocates to share insights and strategies for shaping a more inclusive and impactful advertising landscape. The location is listed as WPP Atlanta, 300 N. Georgia Ave NE, Atlanta, GA 30308.

AAF Atlanta Inclusion Workshop Lunch presented by Majority

By AAF Atlanta Follow

Overview

AAF Atlanta Inclusion Workshop Lunch: Cultural Sensitivity and Avoidance of Appropriation presented by Majority

For April, we're having Part 2 of our AAF Atlanta Spring 2025 Inclusion Workshop Lunch Series, a dynamic three-part event dedicated to advancing diversity and inclusion in advertising. This series is bringing together industry leaders, innovators, and advocates to share insights and strategies for shaping a more inclusive and impactful advertising landscape. Our April 21st Workshop will focus on Cultural Sensitivity and Avoidance of Appropriation presented by Majority.

Location:
WPP Atlanta
300 N Georgia Ave NE
Atlanta, GA 30308

[Linkedin Event](#) (Exhibit C3)

The image shows a LinkedIn event page. At the top, the AAF Atlanta profile is visible, showing 1,851 followers and 10 posts. The event description states: 'For April, we're having Part 2 of our AAF Atlanta Spring 2025 Inclusion Workshop Lunch Series, a dynamic three-part event dedicated to advancing diversity and inclusion in advertising. This series is bringing together ... more'. Below the text is a promotional banner for the 'AAF Atlanta Inclusion Workshop Lunch presented by Majority', featuring the AAF logo, the text 'adams INCLUSION WORKSHOP LUNCH PRESENTED BY MAJORITY', and several headshots of diverse individuals. The banner also includes the date 'MONDAY 21 APRIL 2025' and the time 'LUNCH AT 11:30 AM - 1:00 PM EDT'. Below the banner, the event title 'AAF Atlanta Inclusion Workshop Lunch Part 2 presented by Majority' is displayed, along with a 'View event' button and the location 'Atlanta, US'. At the bottom, there are 4 comments and 5 reposts, along with buttons for 'Like', 'Comment', 'Repost', and 'Send'.

AAF Atlanta
1,851 followers
10 posts

For April, we're having Part 2 of our AAF Atlanta Spring 2025 Inclusion Workshop Lunch Series, a dynamic three-part event dedicated to advancing diversity and inclusion in advertising. This series is bringing together ... more

AAF Atlanta Inclusion Workshop Lunch presented by Majority

MONDAY 21 APRIL 2025 LUNCH AT 11:30 AM - 1:00 PM EDT

AAF Atlanta Inclusion Workshop Lunch Part 2 presented by Majority

Atlanta, US

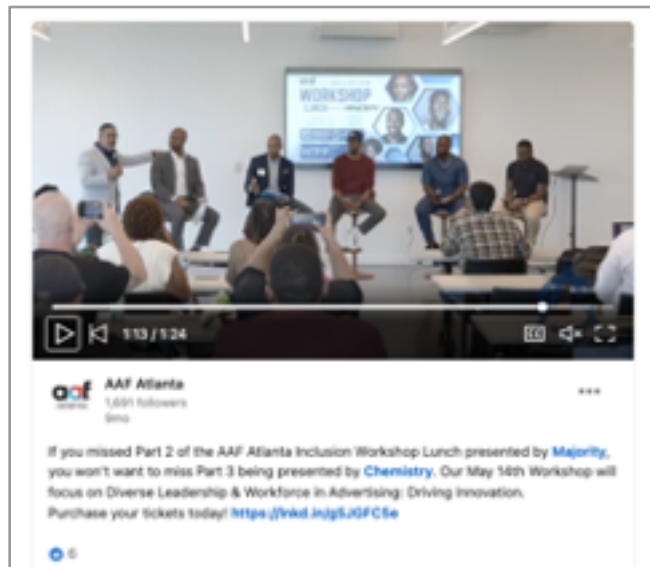
4 comments - 5 reposts

Like Comment Repost Send

Instagram Post (Exhibit C4)



LinkedIn Recap Video (Exhibit C5 – Click for Recap Video)



Attendee Recap Post (Exhibit C6)



Exhibit D — May Event Assets:

Event Details & Panel Discussion Flow (Exhibit D1)

Workshop Title: "Diverse Leadership & Workforce in Advertising: Driving Innovation" Date: May 14, 2025 Time: 11:30am EST (Arrival) // Noon EST (Start) Venue: Chemistry 1045 West Marietta St NW, Atlanta, GA 30318 Event Overview: This workshop will explore the crucial role that diverse leadership and workforce play in fostering innovation and creativity in the advertising industry. Participants will learn about the benefits of having a diverse team at all levels of an organization, the challenges of achieving diversity, and strategies for creating an inclusive workplace culture. Importance: Diverse leadership and workforce contribute to a variety of perspectives, leading to more innovative solutions, better decision-making, and a stronger connection with diverse audiences. Key Considerations: - The business case for diversity in leadership and workforce. - Overcoming biases in hiring and promotion. - Creating pathways for diverse talent to rise to leadership roles. - Building an inclusive workplace culture where all employees feel valued and heard. Implementation Strategies: - Establishing clear diversity and inclusion goals. - Implementing bias training and inclusive hiring practices. - Mentorship and sponsorship programs for underrepresented employees. - Regularly assessing the workplace culture and making necessary adjustments. Event Objectives: - Highlight the importance of diverse leadership in driving innovation. - Discuss challenges and solutions for creating a diverse and inclusive workforce. - Encourage participants to develop actionable diversity and inclusion strategies. Agenda: 12:00 PM - 12:10 PM: Welcome and Introduction 12:10 PM - 12:30 PM: Panel Discussion: Overcoming Challenges in Building a Diverse Workforce Moderator: Jacque Reid (Read This Reid That // Fly Hip Agiles) Panelist Options: Alexis Roe (VP of DEI Impact and Strategic Initiatives - Atlanta Hawks) Rachel Ooms (Executive Client Director - X-Media) Christopher Peterson (Chief People Officer - Chemistry) Alana Leverette (Director of Marketing - Nielsen)	For a 25-minute panel discussion featuring Alexis Roe (Atlanta Hawks), Rachel Ooms (CROSSMEDIA USA), Christopher Peterson (Chemistry), and Alana Leverette (Nielsen) on diverse leadership and workforce in advertising: driving innovation internally, here's an ideal question flow to ensure an engaging and insightful conversation: Why This Flow? Brand-first approach sets the stage with real-world implementation. Agency insights highlight the collaboration between brands and external partners. HR focus ensures the discussion covers structural change within organizations. Data & analytics provide the closing impact with measurable, actionable insights. Panel Flow & Question Order 1. Start with Alexis Roe (Brand Perspective) – 6 minutes Set the foundation with a brand-side perspective on DEI-driven innovation. Question: How has the Atlanta Hawks integrated diversity into its leadership and internal teams to enhance innovation across all verticals of your business including marketing and fan engagement? Follow-up: Can you share a specific initiative that has driven measurable impact both internally and externally? Sustaining DEI Beyond Initiatives: Many organizations struggle with making DEI efforts sustainable. What are some practical ways brands can move beyond performative gestures and ensure long-term impact in their workforce and advertising strategies? 2. Move to Rachel Ooms (Agency Perspective) – 6 minutes Shift to how agencies are structuring their internal teams to meet DEI demands from clients. Question: As an agency leader, how does CROSSMEDIA ensure diverse leadership within teams, and how does this diversity translate into more innovative advertising campaigns? Follow-up: What challenges do agencies face in recruiting and retaining diverse talent? Overcoming Barriers to DEI in Agencies: What strategies have been most effective in not only hiring diverse talent but also ensuring they have a voice at the table and pathways to leadership?
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Eventbrite Page (Exhibit D2)

AAF Atlanta Inclusion Workshop Lunch
presented by **Chemistry**

By AAF Atlanta | Follow

By Chemistry Agency
May 14 from 11:30am to 1:30pm EST

Overview

AAF Atlanta Inclusion Workshop Lunch: Diverse Leadership & Workforce in Advertising: Driving Innovation presented by Chemistry.

For May, we're having Part 2 of our AAF Atlanta Spring 2025 Inclusion Workshop Lunch Series, a dynamic three-part event dedicated to advancing diversity and inclusion in advertising. This series is bringing together industry leaders, innovators, and advocates to share insights, best practices, and actionable strategies for creating more inclusive and impactful advertising landscapes. Our May 14th Workshop will focus on Diverse Leadership & Workforce in Advertising: Driving Innovation presented by Chemistry.

Location:
Chemistry
1045 West Marietta St NW
Atlanta, GA 30318

LinkedIn Event (Exhibit D3)



LinkedIn Post (Exhibit D4)



Instagram Post (Exhibit D5)



LinkedIn Recap & Video (Exhibit D6 – Click for Recap Video including Photo Stills)



Attendee Recap Post (Exhibit D7)

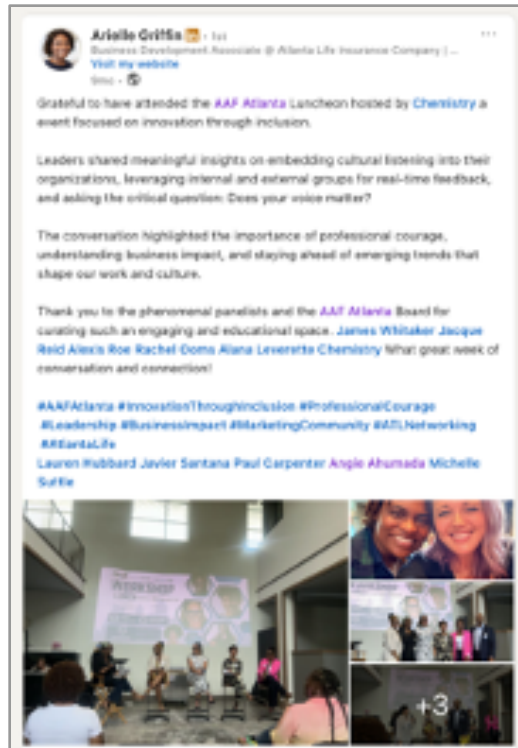


Exhibit E — October Event Assets:

Event Details & Panel Discussion Flow (Exhibit E1)

Workshop Title: "When They Won't Change, We Build Our Own: Inclusion, Innovation, & Impact" Date: Tuesday, October 28, 2025 Time: 11:30 AM - 1:30 PM Venue: Majority (WPP 9th Floor) 505 N Angier Ave NE, Atlanta, GA 30308 Event Overview: In today's marketing and media landscape, companies that resist embracing diversity, equity, and inclusion (DEI) within their workforce risk not just public criticism but also losing top talent. Many professionals are leaving these environments to build their own ventures or join more progressive organizations. This workshop will explore the consequences of exclusion, celebrate the entrepreneurial spirit birthed from it, and offer strategies for cultivating inclusive cultures that foster innovation and retention. Importance: The future of the industry is inclusive. Organizations that fail to prioritize DEI are inadvertently empowering their competition. This workshop brings together leaders who left traditional paths to build more equitable, forward-thinking platforms, offering insight into why they left, what they're building, and how your company can evolve before it's too late. Key Considerations: • Why top talent is leaving companies that don't prioritize DEI • How inclusion drives innovation and competitive advantage • What brands, agencies, and data experts can do to lead cultural change from within Implementation Strategies: • Embedding DEI into core marketing strategy and leadership • Centering authentic voices and lived experiences in content • Leveraging data to surface and solve equity gaps • Creating safe, inclusive environments for collaboration Event Objectives: • Understand the business impact of exclusionary practices • Learn from professionals who acted by creating their own inclusive spaces • Explore actionable strategies to embed DEI into brand, agency, and content work • Spark internal change through workshop collaboration and discussion	Final Wrap-Up & Takeaway Prompt for all panelists (15 seconds each): "In one sentence: What's one step any company can take tomorrow to build a more inclusive and innovative culture?" Panelist Bio – Jazzmyn Williams Jazzmyn Williams is the Vice President of Brand Marketing at The Honey Pot Company, where she leads top-of-funnel strategy and in-store conversion for the mission-driven personal care brand. She began her career in education and youth development, a foundation that continues to shape her purpose-driven approach to marketing. After earning her MBA and joining The Coca-Cola Company & Meta, Jazzmyn discovered her passion for brand building, especially in spaces that challenge stigmas and center authenticity. At The Honey Pot, she's helping to normalize vaginal wellness through inclusive storytelling and bold, impactful campaigns. Panelist Bio – David Gacsko David Gacsko is the Co-Founder of Hierarchy, a strategic marketing agency rooted in inclusive insight and real-world impact. With a foundation in shopper marketing, the Hierarchy team builds B2B and B2C campaigns that move people—driving action, not just impressions. He specializes in decoding human behavior to create brand experiences that go deeper than the transaction and spark long-term relevance. At Hierarchy, David leads with the belief that meaningful engagement starts by listening—to the customer, to culture, and to communities too often overlooked. Panelist Bio – Sequoyah "DataBae" Glenn Sequoyah "DataBae" Glenn, MBA, is a data-driven marketing strategist and founder of 924 GoDataBae, a marketing firm specializing in strategy, consumer insights, and innovation. With over a decade of experience across companies both big and small, she's built a reputation for turning complex data into culturally relevant marketing strategies and products. Sequoyah is also the founder of National Black Marketers Day, the Black Marketers Coalition, CultureBae, and HappyFeasignation.com. She serves as a global advisor, volunteer, and advocate for inclusive marketing through organizations like
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Eventbrite Page (Exhibit E2)

AAF Atlanta Inclusion Workshop Lunch presented by Majority

by AAF Atlanta

WPP Atlanta Campus
Tue Oct 26 from 11:30am to 1:30pm EDT

Event Ended
Oct 26 11:30 AM EDT

Overview

AAF Atlanta Inclusion Workshop Lunch: When They Won't Change, We Build Our Own. Inclusion, Innovation, & Impact presented by Majority.

For October, we're having our 4th AAF Atlanta Inclusion Workshop Lunch this year, after having our dynamic three-part Spring 2023 event series dedicated to advancing diversity and inclusion in advertising. This event is bringing together industry leaders, innovators, and advocates to share insights and strategies for shaping a more inclusive and respectful advertising landscape. Our October 26th Workshop will focus on **When They Won't Change, We Build Our Own**. Inclusion, Innovation, & Impact presented by Majority.

In today's marketing and media landscape, companies that most embracing diversity, equity, and inclusion (DEI) within their workforce not just put public relations but also being top talent. Many professionals are leaving their current jobs to build their own ventures or join more progressive organizations. This workshop will explore the consequences of exclusion, celebrate the entrepreneurial spirit birthed from it, and offer strategies for cultivating inclusive cultures that foster innovation and retention.

Location
WPP Atlanta
505 N. Georgia Ave NE
Atlanta, GA 30308

LinkedIn Event (Exhibit E3)

AAF Atlanta Inclusion Workshop Lunch presented by Majority

Event by AAF Atlanta

Tue, Oct 26, 2023, 11:30 AM - 1:30 PM (your local time)

505 N. Georgia Ave NE, Atlanta, Georgia, US, 30308

WPP Atlanta

Event link: <https://www.eventbrite.com/e/153136736759>

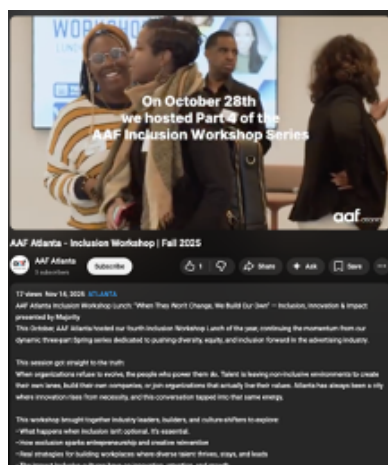
Shelly Seaborn and 13 other connections attending

Attend Share

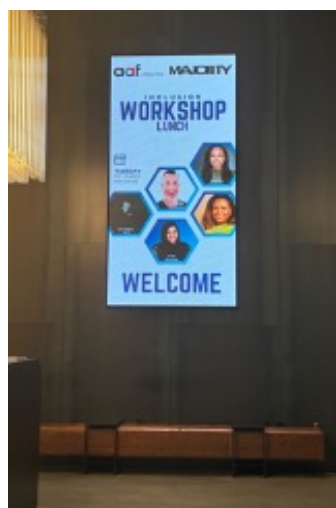
Instagram Post (Exhibit E4)



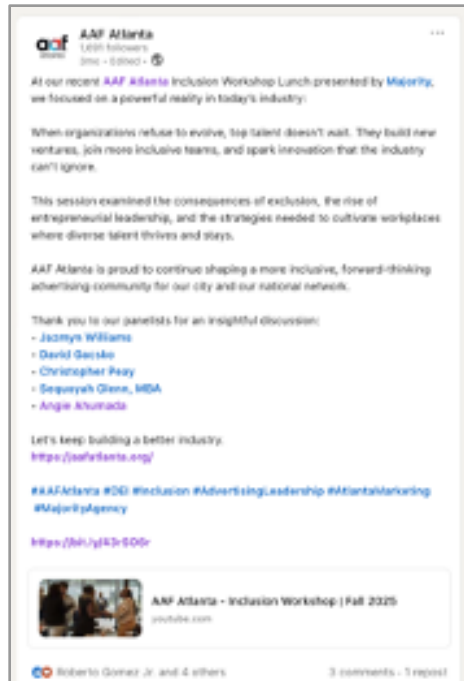
YouTube Recap (Exhibit E5 – Click for Recap Video including Photo Stills)



Event Graphic at Venue (Exhibit E6)



LinkedIn Recap Post (Exhibit E7)



Attendee Recap post (Exhibit E8)

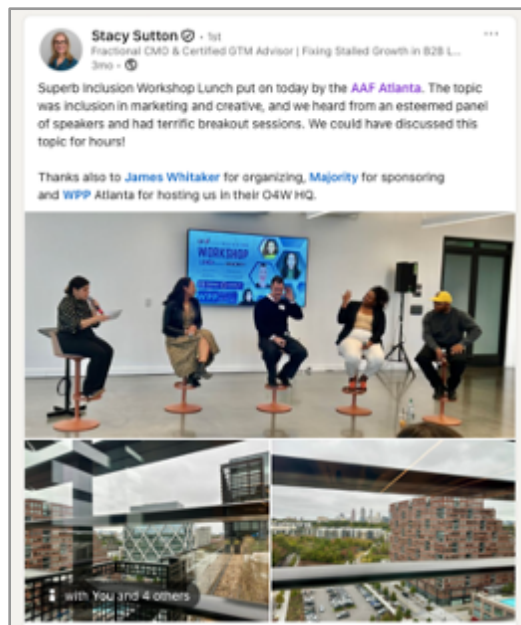
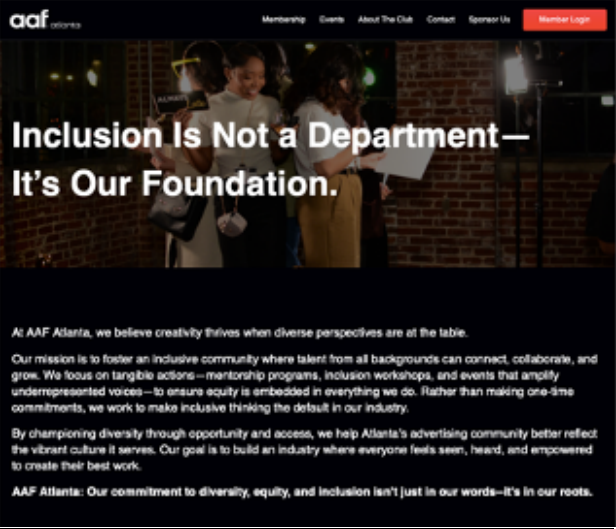


Exhibit F: [Inclusion Page on AAFAtlanta.org with Diversity Mission Statement](#)



aaf atlanta

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Inclusion Is Not a Department— It's Our Foundation.

At AAF Atlanta, we believe creativity thrives when diverse perspectives are at the table.

Our mission is to foster an inclusive community where talent from all backgrounds can connect, collaborate, and grow. We focus on tangible actions—mentorship programs, inclusion workshops, and events that amplify underrepresented voices—to ensure equity is embedded in everything we do. Rather than making one-time commitments, we work to make inclusive thinking the default in our industry.

By championing diversity through opportunity and access, we help Atlanta's advertising community better reflect the vibrant culture it serves. Our goal is to build an industry where everyone feels seen, heard, and empowered to create their best work.

AAF Atlanta: Our commitment to diversity, equity, and inclusion isn't just in our words—it's in our roots.