

# NATIONAL URBAN LEAGUE CONFERENCE 2023

# HOUSTON

July 26-29



The nation's largest and most influential civil rights and urban advocacy organization continues to mobilize to advance economic empowerment.

DAY ONE

**EMPOWERMENT  
DAY**

DAY TWO

**CAREER &  
PROFESSIONAL  
DEVELOPMENT  
DAY**

**TechConnect**  
▶ DEMO DAY

DAY THREE

**COMMUNITY DAY**  
**SMALL BUSINESS  
SATURDAY**

## OVERVIEW

Count on the National Urban League to deliver the largest and most consequential civil rights and social justice event of 2023. Our annual conference brings together leaders in government, business, culture, media, and grassroots advocacy to explore the challenges confronting Black communities and create opportunities for professional and economic advancement. From cutting-edge tech entrepreneurs to today's boldest thought leaders and influencers, the 2023 Annual Conference is the gathering place to network, exchange ideas, and move the needle toward equity.

## OUR PARTNERS

This conference represents a spectacular consumer and influencer marketing opportunity for corporations, advocacy organizations, and individuals that share National Urban League's commitment to equality. Engage virtually with Urban League leadership, young professionals, and an expansive network of community leaders, elected officials, corporate executives, policy experts, and activists.

## ATTENDANCE

The anticipated **2,000 live + 8,000 virtual attendees** represent every region of the United States, including the host city and surrounding regions, and will include executives, entrepreneurs, thought leaders, urban professionals, and media.

## THE GOAL

The National Urban League is determined to fulfill our mandate to advance equal employment opportunities, erase racial disparities in income and health, and fight discriminatory housing and criminal justice practices. For over a century, the National Urban League has conducted its essential work in partnership with corporations, foundations, and individuals who share our commitment to equity and justice. The 2023 conference sets the stage for a new era of collaboration and progress.

*Among the critical issues on the table:*

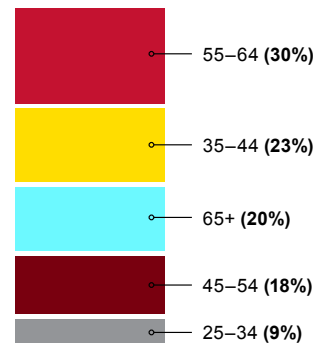
- Social and economic inequality
- Tech literacy and skills building
- Election integrity and protecting Black voter access and participation
- Disparities in health care and quality of life and their impact on Black lives
- Improving access to quality education and affordable housing
- Generating opportunities for small business growth and job creation

## DEMOGRAPHICS

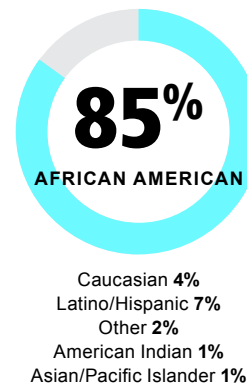
### GENDER



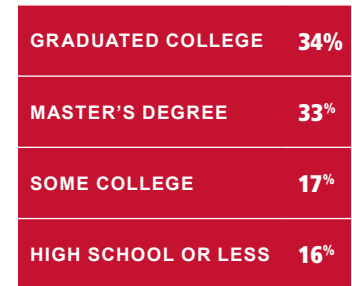
### AGE



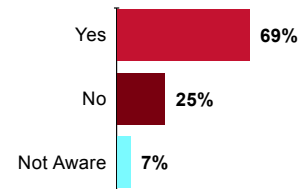
### RACE/ETHNICITY



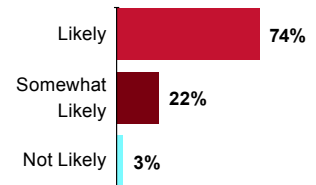
### EDUCATION



### ATTENDED VIRTUAL EXPO 2021



### LIKELY TO ATTEND VIRTUALLY IN 2023



# URBAN LEAGUE NOW! EXPERIENCE & EXPO

CREATE • CULTIVATE • CHANGE  
JULY 26–28, 2023

All virtual conference attendees are expected to visit the Urban League Now: Experience & Expo. The most popular features for attendees are the consumer products, including showcasing the latest technology products, free health screenings and demonstrations in the Health & Wellness Space, H.E.R. Space, K.I.N.G.S. Corner, Black Brilliance Marketplace, the Community Giveback, seminars with popular authors, actors, and entertainers on the Expo Stage, a virtual photo booth, and the opportunity to win major prizes from exhibitors.

## HEALTH & WELLNESS SPACE *Invest in Your Mind Body & Soul*

Check-in for practical self-care tips, virtual screenings for high blood pressure and diabetes, nutrition coaching, and much more! This space is all about helping you be the healthiest version of yourself.

## H.E.R. SPACE *Healthy, Extraordinary, Radiant*

Celebrate your inner and outer beauty with virtual makeovers, expert styling tips, and coaching from today's top lifestyle bloggers and influencers. See this space for access to your favorite beauty brands and the latest products.

## K.I.N.G.S. CORNER *Strength, Confidence, Classic*

For the men in the house—this is your space. Find the latest in masculine grooming and fashion for work and play. Remake that first impression with a virtual makeover or check in with a lifestyle coach to help you discover your best self.

## COMMUNITY GIVEBACK CORNER *Where Success Finds Purpose*

The opportunity to support our local communities is always one of the highlights of the conference. This year's Community "Giveback" starts here with an innovative series of activations and engagement that will direct much-needed resources to underserved populations.

## BLACK BRILLIANCE MARKETPLACE *The Trading Space*

Spectacular African American brands—new and established—dominate this vibrant marketplace. The National Urban League spotlights the ever-expanding community of successful Black businesses in this bustling showcase of essential products and services. Take a dive into the marketplace. It has what you need.

## TECH SPACE *Showcasing What's New in Tech*

Learn from the top companies in FinTech, tech startups, digital branding, and more.

# Virtual CAREER & NETWORKING FAIR

FRIDAY, JULY 28, 2023

There is no better time or reason to join us to help our entry-level, as well as experienced professionals, reach their full potential. Your participation will enable the National Urban League to continue its work and highlight your organization's commitment to diversity, equity, and inclusion. Recruiters can connect and engage with various diverse candidates to fill their employment opportunities.

## LED TALK *Leadership, Empowerment & Development*

As a highlight of the Career Fair, LED Talks are a platform for guest speakers to deliver 10–15 minute individual presentations on various issues facing diverse professionals today. Attendees are invited to join C-Suite executives as they share their most impactful success stories, biggest challenges, and career tips for professional growth.

## IMAGE OF SUCCESS STYLE & BEAUTY LOUNGE

The Style & Beauty Lounge is a one-stop-shop for job seekers to get beauty tips. Attendees can revamp their professional style and get advice on workplace fashion.

## COACHING CORNER *The Ultimate Career Counseling Location*

Job seekers can receive one-on-one 30-minute Career Coaching sessions with professional Career Coaches who offer insight on professional success. Discuss your dreams, ambitions, and lay out an action plan on how you can achieve your professional goals.

## RESUME CRITIQUES & LINKEDIN PROFILE REVIEW

This virtual destination is for jobseekers to get counseling on updating their digital presence including resume critiques LinkedIn Profile critiques and exploring the latest apps and digital job search tools.

10,000+  
JOB-SEEKERS