

2017
ST. LOUIS

SAVE OUR CITIES

EDUCATION, JOBS
AND JUSTICE



NATIONAL URBAN LEAGUE CONFERENCE

2017 Marketing Report

President's Greeting

Dear Partners,

The 2017 National Urban League Conference, like others before it, was dedicated to the theme of “Save Our Cities: Education, Jobs and Justice.” But this conference took a bit of a different focus, honing in on our own message, our work, our advocacy and our activism. Our major plenaries centered on the State of Black America, our annual evaluation of the relative social and economic status of people of color, and the Main Street Marshall Plan, our comprehensive blueprint for rebuilding America’s infrastructure and public institutions.



We celebrated our own leadership, with a celebration of the 75th anniversary of the Urban League Guilds and a tribute to the women leaders of our affiliates and our trustees. We opened the Conference with the dedication of the new Ferguson Empowerment Center. Rising from the literal ashes of a convenience store torched in the unrest after Michael Brown’s death, the Empowerment Center stands as a symbol of the work of the Urban League – rushing in when others flee, and staying to rebuild. I could not be more grateful to our host affiliate, the Urban League of Metropolitan St. Louis, and its outstanding leader, Michael McMillan, for making our 2017 Conference one of the most successful in our history.

Sincerely,

Marc H. Morial
President & CEO
National Urban League

Conference Overview

- The National Urban League Conference is the **largest annual civil rights conference**.
- The **fastest growing conference** demographic is millennials. The **Young Professional L.E.A.D Summit** includes professional and leadership development training and evening events for networking
- Conference attendees include Urban League leadership and members from across the country, **community and thought leaders**; elected officials; **corporate executives**; the local community; **influencers** and celebrities
- The conference includes multiple events that are free and open to the local community including the **Career & Networking Fair**; **N.U.L. Experience Expo**; **Volunteer Zone**; Small Business Matters, **One-day Entrepreneurship Summit**; the **Youth Summit**; **Tech Connect** and Hackathon for Social Justice; a **Health & Wellness Zone** providing free health screenings; and **Community & Family Day** a school supplies giveaway.



Who Attends the Conference

More than 20,000 national and local residents participated in our four-day conference. While the conference represents America in all of its diversity, registered attendees are primarily a powerful and influential African American demographic. Urban League affiliate leadership, board members, and auxiliary groups are a large portion of the overall attendees, as well as our corporate, government, foundation, and non-profit partners. One of the fastest growing demographics of the conference are millennials and Gen-Xers. The majority of these emerging leaders are members of the affiliate Young Professionals chapters and range in ages from 21-40. Local community participation is highest in the Expo and the Career & Networking Fair.

2017 Conference Registrants Data:

5,528 Registered Attendees

15,047 N.U.L. Experience Expo & Community Day*

20,575 Total Attendance

* Attendees include national, local and regional young professionals, youth, and seniors.



Gender

Female	55%
Male	45%

Race/Ethnicity

African-American	88%
American Indian	1%
Asian/Pacific Islander	1%
American Indian	1%
Caucasian	6%
Latino/Hispanic	2%
Other	2%

Income

\$25 – 39K	7%
\$40 – 59k	19%
\$50 – 69k	19%
\$60 – 79k	12%
\$70 – 89K	8%
\$100+	35%

Age

Under 21	4%
21-30	21%
31-40	25%
41-50	19%
51-64	22%
65+	9%

Education

Bachelor's Degree	31%
High School Diploma or Equivalent	15%
JD	4%
Less than High School	1%
Master's Degree	33%
Ph.D. Higher	3%
Some College	10%
Some Graduate School	10%

11,000 Attend FREE Backpack, School Supply Giveaway

Thousands of families and children walked into our Expo Hall for the Community & Family Day Back to School Community Empowerment Festival! Just in time for back to school, kids were able to get **free backpacks, school supplies, plus haircuts for the boys, and manicures for the girls.**



Small Business Pitch Winners Take Home \$10,000

A panel of judges heard pitches from 9 ambitious entrepreneurs with unique business ideas. In the end, three top winners took home a total of \$10,000 in start-up funding.



With over 2,000 attendees, this year's Career and Networking Fair was a success!

Eager job seekers lined up to take advantage of free career coaching, mock interviews, resume reviews, LinkedIn critiques, and professional headshots.



Ferguson Community Center Opens, Once Site of Burned Gas Station

We joined the Urban League of Metropolitan St. Louis for the **grand opening of the new Ferguson Community Empowerment Center**. Built on the ashes of burned down QuikTrip during protests after the fatal police shooting of unarmed Michael Brown, the Center will house the Save Our Sons job placement program and offer career training, educational, and health services.



Surprise Concert Delights Urban Leaguers at St. Louis Conference

The annual Whitney M. Young Awards Gala packed more than its usual punch of star power when musical artists **Vanessa L. Williams** and **Jamie Foxx** surprised the crowd at the end of the evening!



Media Impressions

Coverage

- 2,476 media outlets
- more than **1.3 Billion Impressions** including circulations, viewers, readers and unique online page views
- Ad value was **\$1.1+ million**



ST. LOUIS POST-DISPATCH

NBC NEWS





Social Media

Social media offered an exciting and in-depth look at all Conference activities.



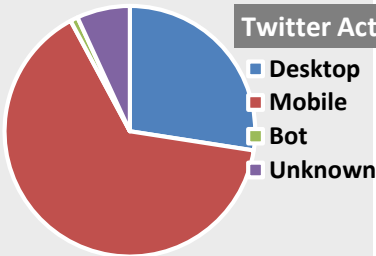
@NatUrbanLeague
Twitter

24 Million Reach

2,202 New Followers

2,835 Likes

1,332 Retweets



Twitter Activity

- Desktop
- Mobile
- Bot
- Unknow



/National.Urban.League
Facebook

326,941 Reach

2,400 Likes

6,594 Clicks

346 New Fans



@NatUrbanLeague
Snapchat

2,100 Swipes

600 Uses

24,000 Views



@NatUrbanLeague
Instagram

129 New Followers

2,518 Likes

2,105 Engagement

Official Hashtag:

#SAVEOURCITIES

24 MM – Twitter Reach

(via Hashtracker)

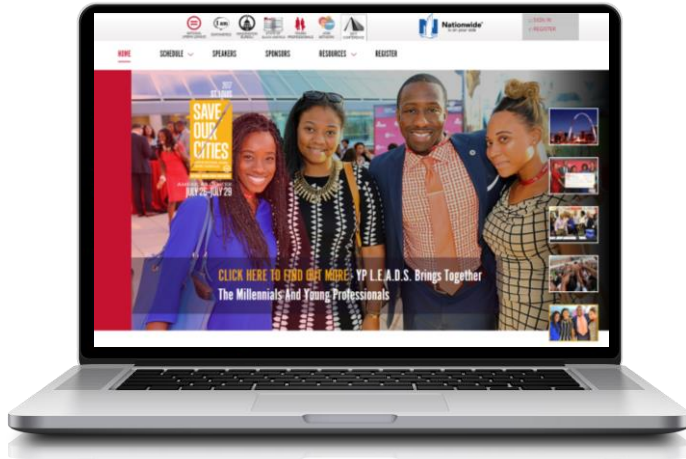
2,226 Contributors
5,069 Tweets



@naturbanleague | nul.org

Mobile App & Website

Conference attendees accessed updated event information through both the website and mobile app!



TOP VIEWED

EVENTS

UL Address **739 Views**
SOBA Plenary **650 Views**
Welcome **617 Views**
UL Live **601 Views**

MENU LAUNCHES

Welcome **7,072**
My Schedule **3,445**
Full Schedule **3,169**
Events **2,226**

DOWNLOADS

App Downloads **1,387**
Guide Sessions (total # of times launched/used) **41,418**
Total Views **18,830**
Participants that created logins and profiles **314**

ALL USERS

Sessions **26,481**
Users **19,488**
Page views **64,512**

CONFERENCE

Sessions **14,169**
Users **10,072**
Page Views **37,893**

ALL USERS

Pages/Session **2.44**
Duration **2:46**

CONFERENCE

Pages/Session **2.67**
Duration **3:33**

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