



Kentucky Chamber

# 78<sup>th</sup> ANNUAL MEETING

presented by

**DENTONS**

September 18, 2024

Louisville, Ky.

## POST-EVENT REPORT





# Kentucky Chamber 78<sup>th</sup> ANNUAL MEETING

presented by

**DENTONS**

Each year at the **Annual Meeting Dinner** the Kentucky Chamber celebrates with our members the key accomplishments of the past year, looks ahead to the future, and continues our mission to improve the business climate in the Commonwealth. The dinner draws government dignitaries and more than 950 business leaders from across the state.



## Distinguished Speakers



“

It was very good. The speakers were amazing.

Overall, first-class event!

Program and speakers were excellent!! Speakers showed knowledge and balance in their discussion of the candidates. One of the best annual meetings attended.

An excellent event.

Great event!

Ashli Watts' speech and the conversation between the keynote speakers was excellent!

Always enjoy the dinner. Very impressive guest list.

I have attended a number of the Annual Meetings and look forward to attending each year.

First Class!!

”



# Return on Investment



Those in attendance saw and heard your company name through:

- Sponsor signage/banners
- Slides shown
- Verbal recognition of sponsors
- Printed program
- Menu card

## Attendee Demographics

### Titles:

Those with the following titles were in attendance:

26%	Executive
12%	Director
6%	Manager
4%	Government Official
52%	Other

### Industries Represented:

57%	Services
12.5%	Finance, Insurance, & Real Estate
12%	Public Administration
8%	Transport., Comm., Electric, Gas, & Sanitary
6%	Manufacturing
2%	Construction
1%	Wholesale & Retail Trade
.5%	Mining
.5%	Agriculture, Forestry and Fishing

### Company Size (# of employees):

0-100	40%
101-250	21%
251-500	13%
501-1000	9%
1001+	17%



The Kentucky Chamber Annual Meeting Dinner has been and will continue to be successful thanks to our sponsors, community investors and partners.

**Thank you for your support!**  
**View our sponsors here.**





# Brand Visibility

## In-House Marketing

### Email

15	Unique promotions
177,747	Emails delivered
35,562	Unique opens
1,715	Clicks

### Social Media

#### Facebook

837	Impressions
8	Engagements

#### LinkedIn

559	Impressions
14	Engagements

#### Twitter

4,131	Impressions
37	Engagements

### Press

1	News Release
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### Website Presence

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

### Brand Exposure

Web, print, advertising, email and social media.

## Outside Marketing

### Digital

2	Bottom Line digital ads
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### Print

1	1/8 page Kentucky Chamber News Print Ad
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## Overall Event Rating

