

blaxpo



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A black and white photograph capturing a group of people in profile, looking towards the right. The individuals are dressed in contemporary, casual attire. In the foreground, a woman with long, dark braided hair is visible on the left. Next to her is a man wearing glasses and a light-colored jacket. Further back, a man in a dark baseball cap is seen. On the right side of the frame, a man with short, dark hair is wearing a textured, light-colored blazer. The background is slightly blurred, showing other people and what appears to be an outdoor or semi-outdoor event space. The text "new-age" is overlaid in the center of the image in a white, lowercase, serif font.

new-age

the vision



BLAXPO 2022 offered a seamless hybrid experience that united over 30 partnering companies and more than 900 attendees both online and in-person at the Toronto Reference Library. The goal was to highlight BIPOC talent currently in the Canadian job market and match them with progressive companies who embody an equitable and diverse spirit.


BLAXPO is the solution to the growing disparities people of colour face in the job market, which were amplified during the global pandemic. Marked by the Black Lives Matter movement, the recent years have shown that safe spaces are necessary for Black and Brown folks to engage, network and navigate the corporate world.

In this spirit, BLAXPO serves as the bridge between companies and BIPOC talent to help both be accountable on their journey in finding ideal professional matches conducive to their values and long term goals.

By reducing the unemployment gap of

BIPOC candidates and empowering them in establishing their worth in the job market, BLAXPO is able to create meaningful partnerships in order to break down barriers of systemic racism in the workplace for future generations.





creating spaces where people
of colour feel like they
belong is essential to the
empowerement of their future.

the difference

BLAXPO sets itself apart as a new-age career fair for BIPOC talent that removes all the stiffness and awkwardness of job hunting while embodying with authenticity the style of Gen-Z and Millennial folks of colour as well as the tools and reality we face today.

authenticity
in the making —



BLAXPO was created and organized through the lens of the community it aims to serve. And we continue to form relationships to represent different groups.

there is power
in diversity —



All of BLAXPO's partners understand the systemic barriers that people of colour face and have the desire to change the landscape of the workforce.

**more than a
career fair**



BLAXPO's many offerings are designed to create a holistic experience for candidates, while offering companies multiple touchpoints with our audience.

**matching
algorithm**



Our proprietary algorithm successfully creates thousands of matches between candidates and companies based on more than the bottom line.

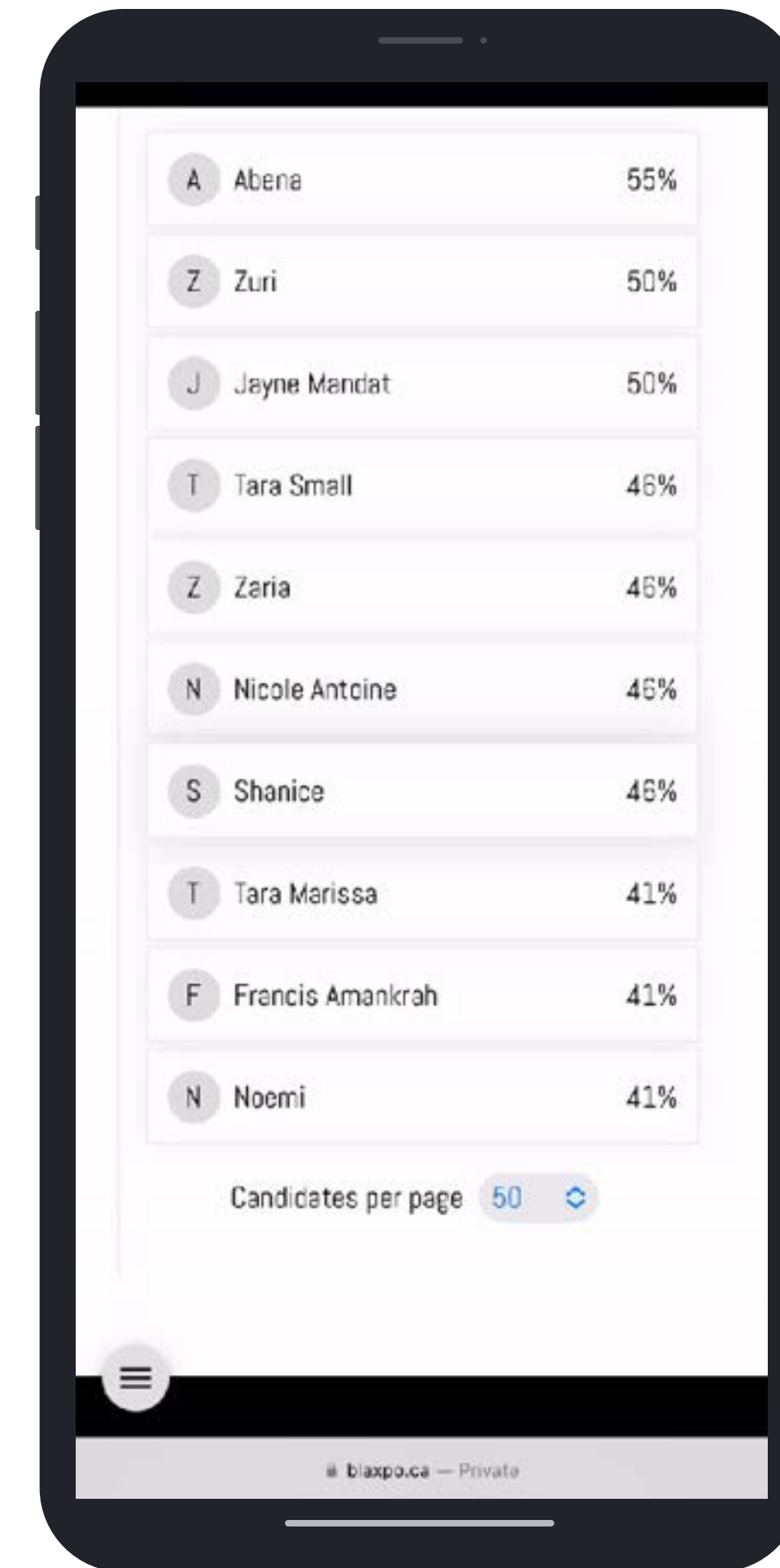
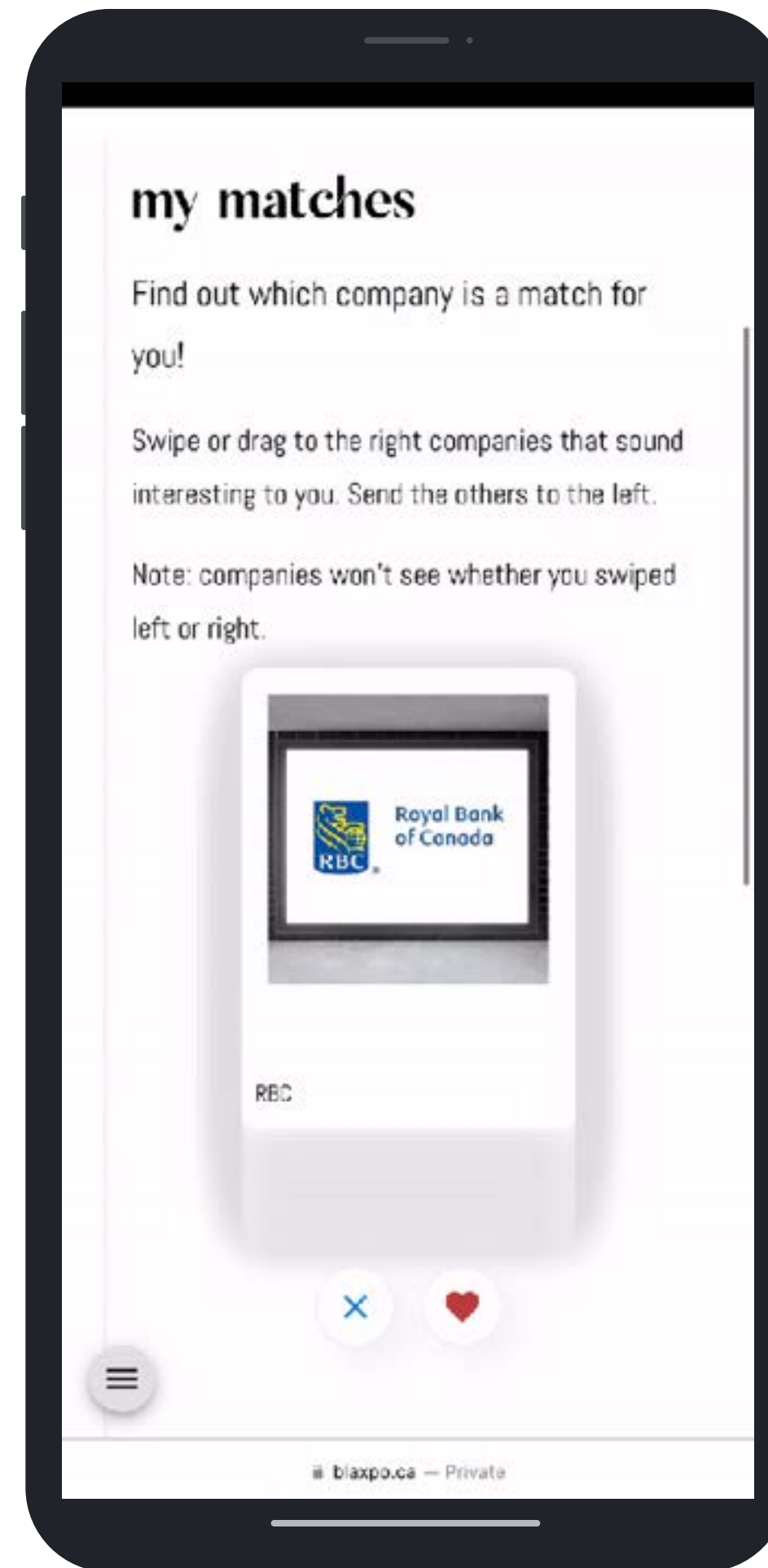
**connections
above all else**



Our turnkey booth design, hybrid experience and technology tools all lead to a career fair that manifests into organic relational recruitment.

the algorithm

Much like a dating app, BLAXPO's proprietary algorithm creates viable matches between candidates registered for BLAXPO and companies on the roster. The data used to create the matches is based on a form filled out by both parties regarding requirements, bottom line, workspace, industry, company culture, values and more. While candidates get to swipe right or left on companies with their matches emphasized, companies can view a complete list of all of their matches with the necessary information to connect with the candidates post-BLAXPO.



blaxpo in 3 masterclass series

The BLAXPO Masterclass Series aims to equip candidates with the tools needed to put their best foot forward and gain the confidence and skills needed to not only land a job but succeed in their professional and entrepreneurial journey. The 4-part job readiness prep series was led by thought-leaders in their respective industries and delivered online to candidates throughout Canada.



entrepreneurial mindset

A way of thinking that enables you to overcome challenges, be decisive, and accept responsibility for your outcomes.

Four (4) participants of this masterclass had the opportunity to receive a micro-grant of \$1,000.00 to pursue their entrepreneurial dreams.

Powered by The DMZ

the art of networking

Networking is not only about trading information, but also serves as an avenue to create long-term relationships with mutual benefits.

Facilitated by Tisha Reid, Owner of The Reid Training Group

from “creative” to “a creative”

Breaking into the world of advertising and marketing can be a challenge for creatives and creators who don't yet have specific agency experience. This workshop shared tips on how to break into the industry.

One (1) participant of this masterclass had the opportunity to attend a Toronto Raptors home game with a Salt Exec.

Powered by Salt XC

updating your LinkedIn

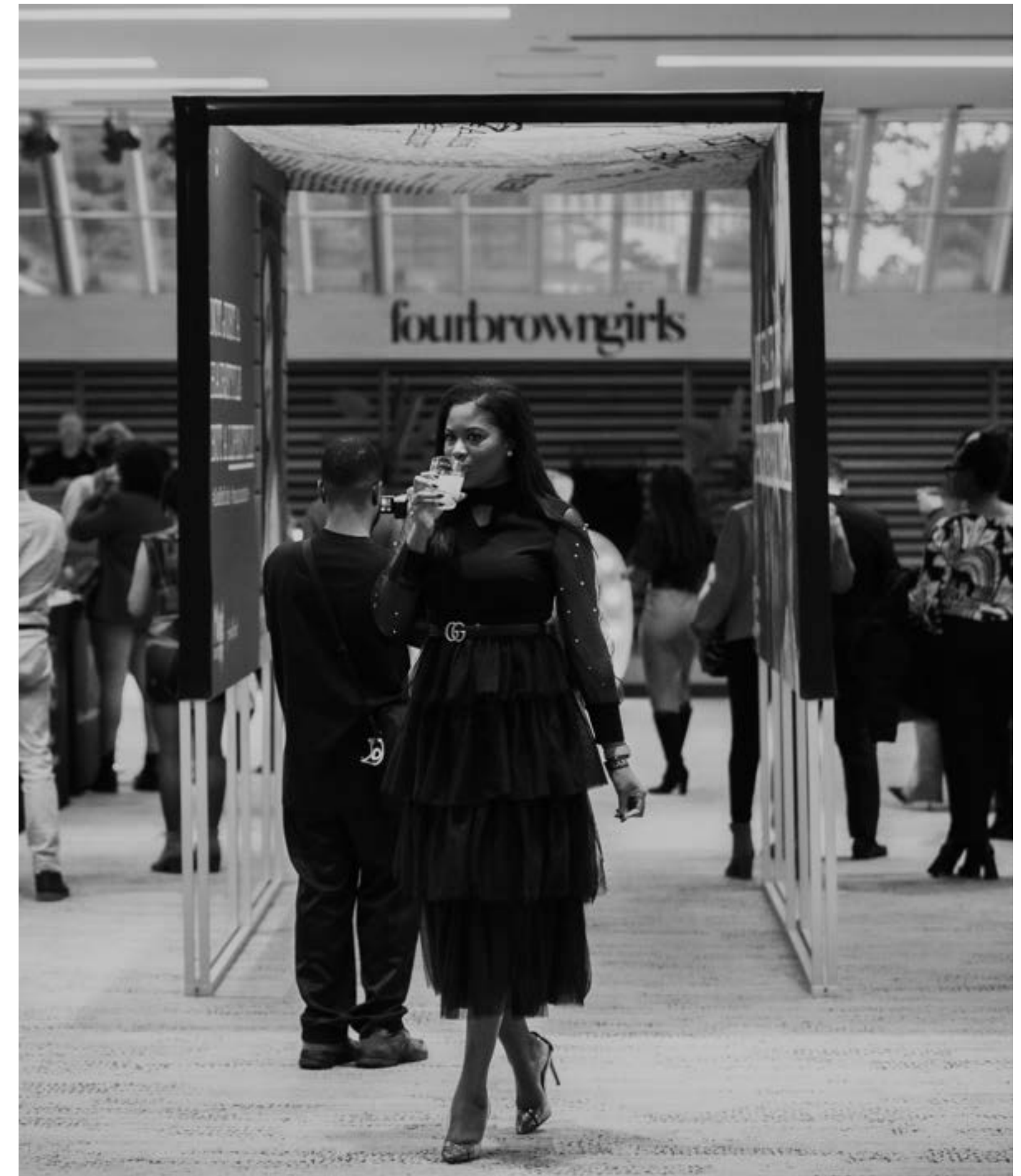
A well written LinkedIn profile will give you credibility and will establish you as a trustworthy potential candidate. Every time a recruiter or lead contacts you, you can be sure that they've looked at your profile.

Five (5) participants of this Masterclass received a 6-month LinkedIn Premium membership.

Facilitated by Nicole Antoine, Sales Recruiter at LinkedIn

blaxpo in 2 – kick off night

The Sip & See soirée kicked off BLAXPO in a magnificent way. Reserved for sponsors, exhibitors, special guests and BLAXPO+ ticket holders, the opening event served as a preview to what was to come. Attendees got to see the space while networking, eating canapés, and drinking cocktails served by Appleton. On the agenda, a powerful poem by spoken word artist Aliyah TruTh, a heartfelt address by the Honourable Minister Marci Ien, and a Fireside chat with Kondwani Mwase, Executive Director of the National Arts Centre.





THE HONOURABLE MINISTER MARCIEN



KONDWANI MWASE, NATIONAL ARTS CENTRE



RED MANGO CATERING

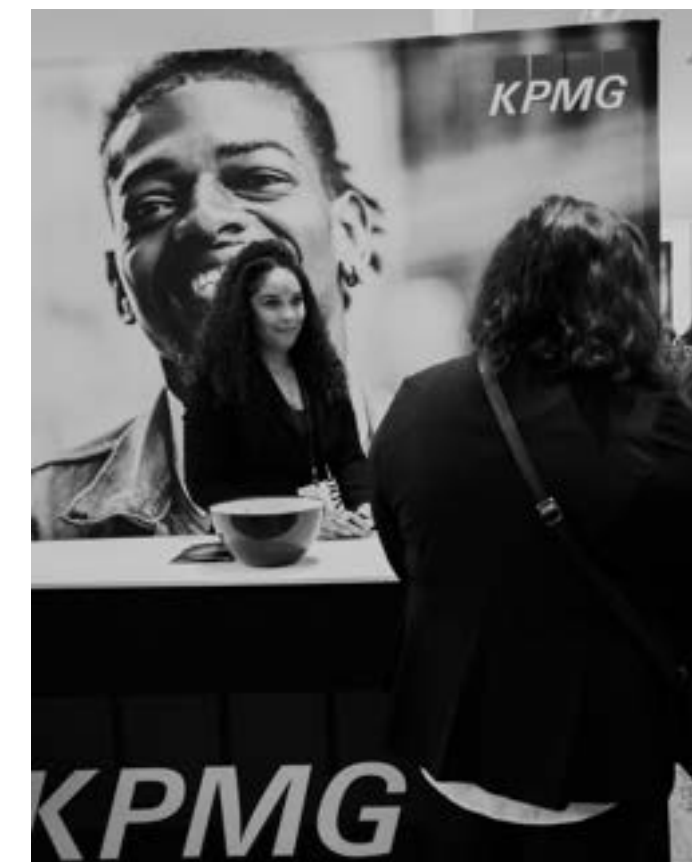
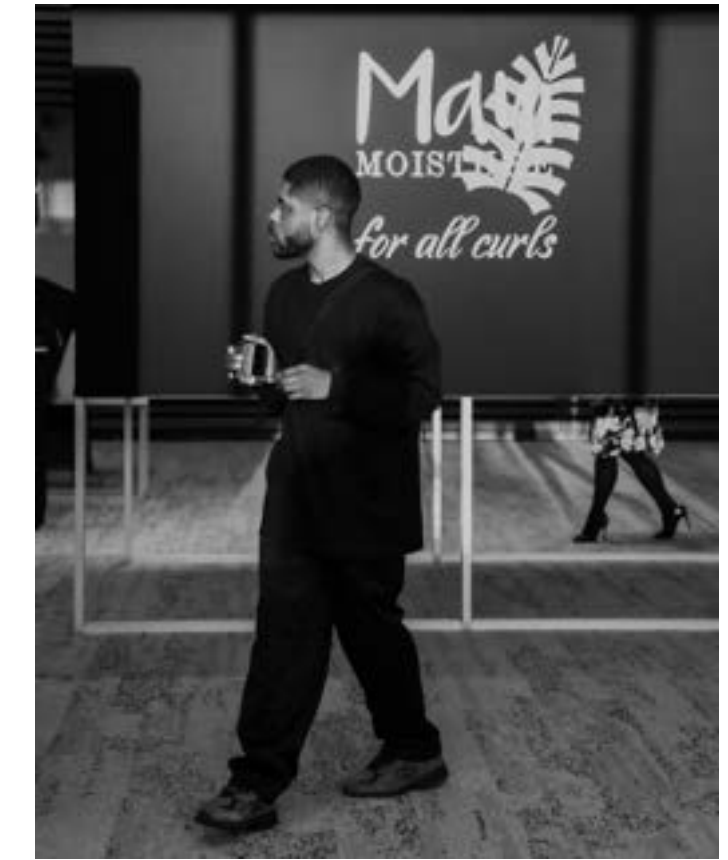
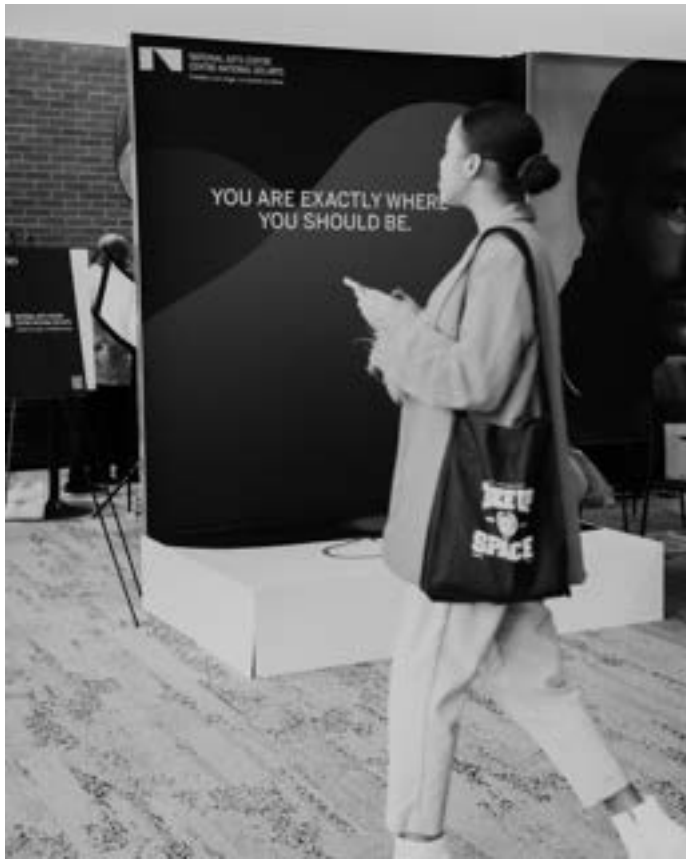
blaxpo in 1 — the main event

BLAXPO: the event united hundreds of professionals, students and companies for a full day of networking, relational recruiting, and learning.



career
expo

Candidates spent the day discovering and connecting with 19 companies that have positions in tech, creative and operations field.



live
podcast

Our Live Podcast episodes featuring top professionals in the country delved into the role diversity and inclusion plays in the workplace and how BIPOC professionals can navigate the corporate world.

DON'T TOUCH MY HAIR POWERED BY MAUI MOISTURE



WE ARE THE CULTURE

SEE MY COLOUR

work-
shops

Our 2-session workshops provided tools and resources for candidates to perfect their soft skills and enhance their personal brand.



SHOW UP & IMPRESS POWERED BY EQUITABLE BANK



spped networking

Our 4 speed networking sessions were the perfect opportunity for candidates to meet and discuss with top recruiters from our roster of forward-thinking companies.

Powered by RBC



**wellness
pods**

Mental health matters in all aspects of our lives, especially in our career where we pour out most of our energy. Candidates had the opportunity to talk to a black therapist to guide them towards their mental health goals.

Powered by From Invisible to Visible

**Red Bull
terrace takeover**

BLAXPO Attendees got to enjoy the outdoor space with energizing drinks, music and of course, the chance to create meaningful connections in a pleasant atmosphere.

Powered by Red Bull

**professional
headshots**

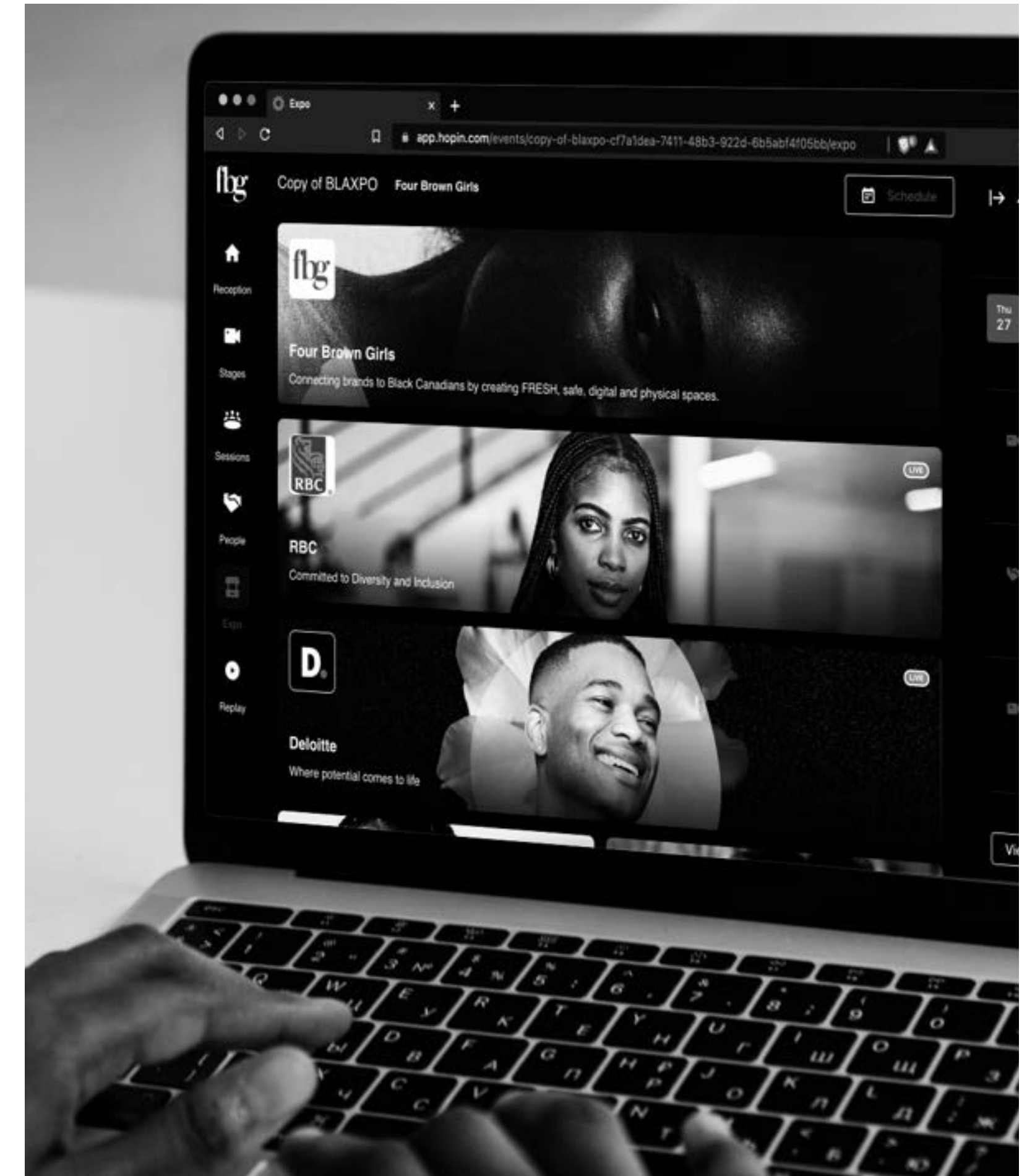
Candidates had the opportunity to enhance their professional online resumes with a free headshot taken by a refined photographer.

Powered by Allianz



the virtual experience

BLAXPO 2022 was experienced by over 400 attendees throughout North America. Our virtual platform provided a seamless experience where candidates got to watch our Live Podcasts, attend the workshops, visit the exhibiting booths and network among peers and top companies.





renaissance

2 sold out
workshops

4 sold out
live podcasts

4 virtual
masterclasses

6 speed networking
sessions

11 university
partnerships

28 therapy
sessions

34 company
partnerships

1,384 overall
registrants

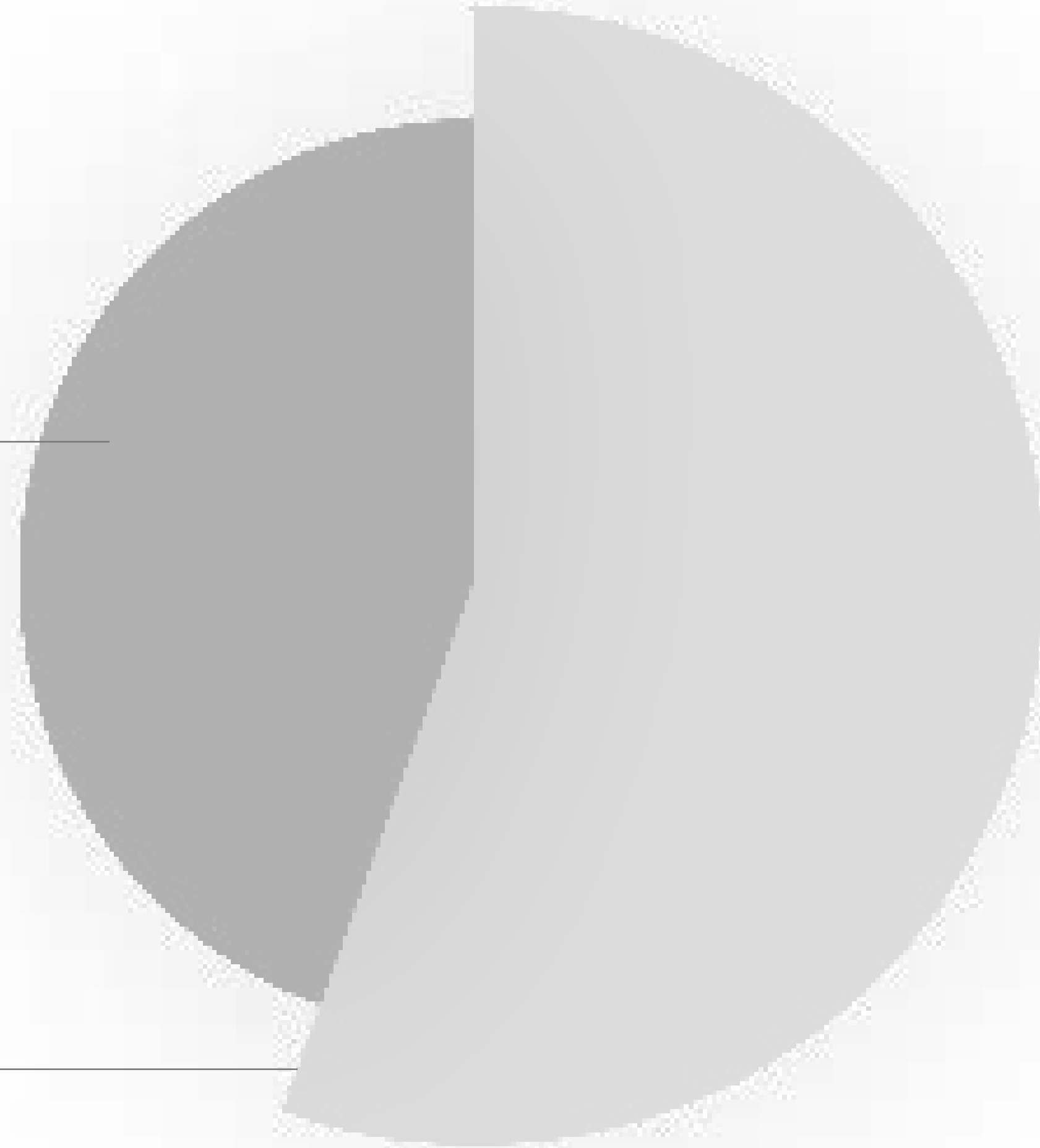
7,600 candidate/
company matches

the numbers

virtual v. in-person attendance

415 virtual attendees

518 in-person attendees



candidate personas

48% professionals



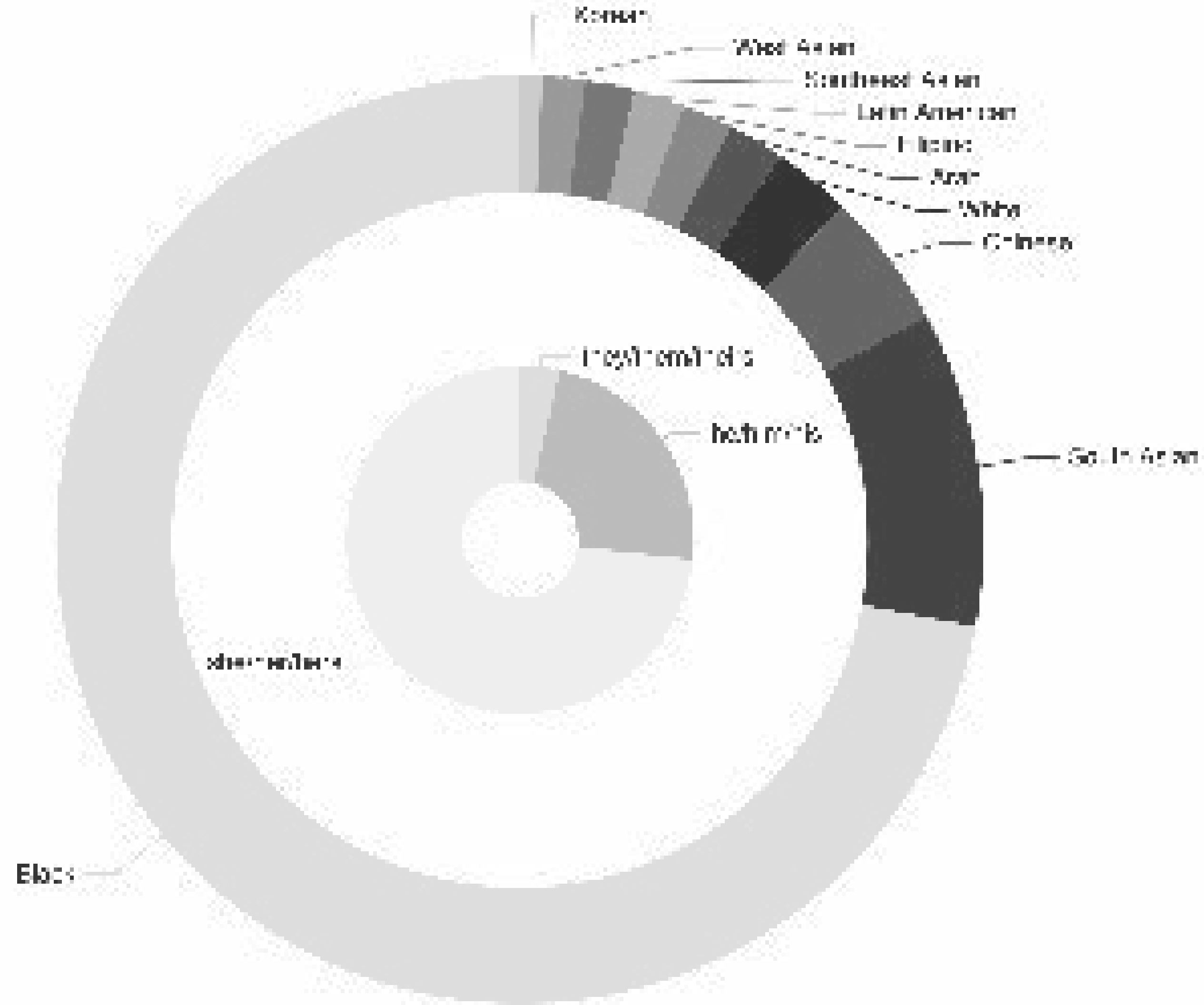
34% students/
recent grads

10% entrepreneurs

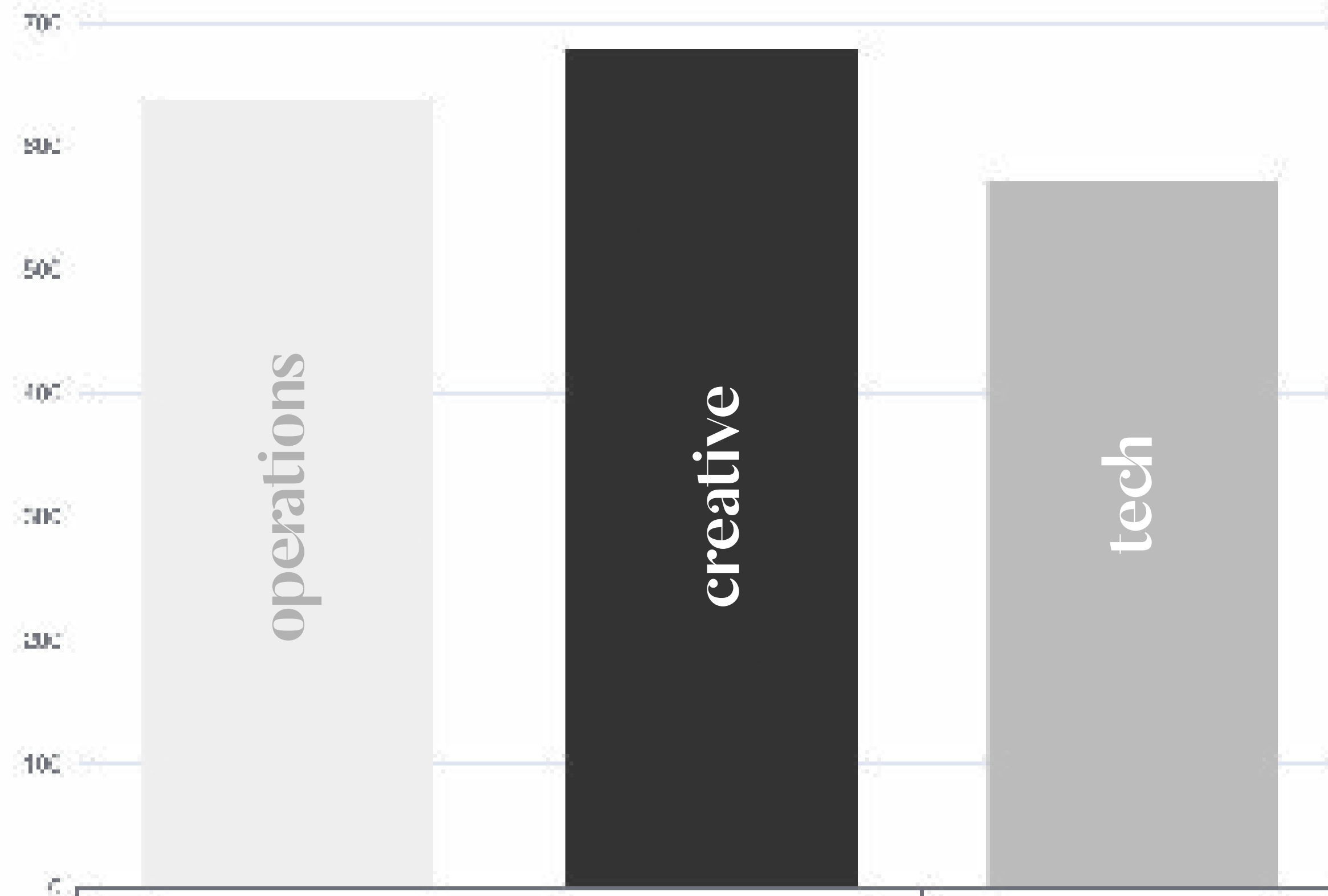
8% wanderers

24

candidate identity



candidate streams

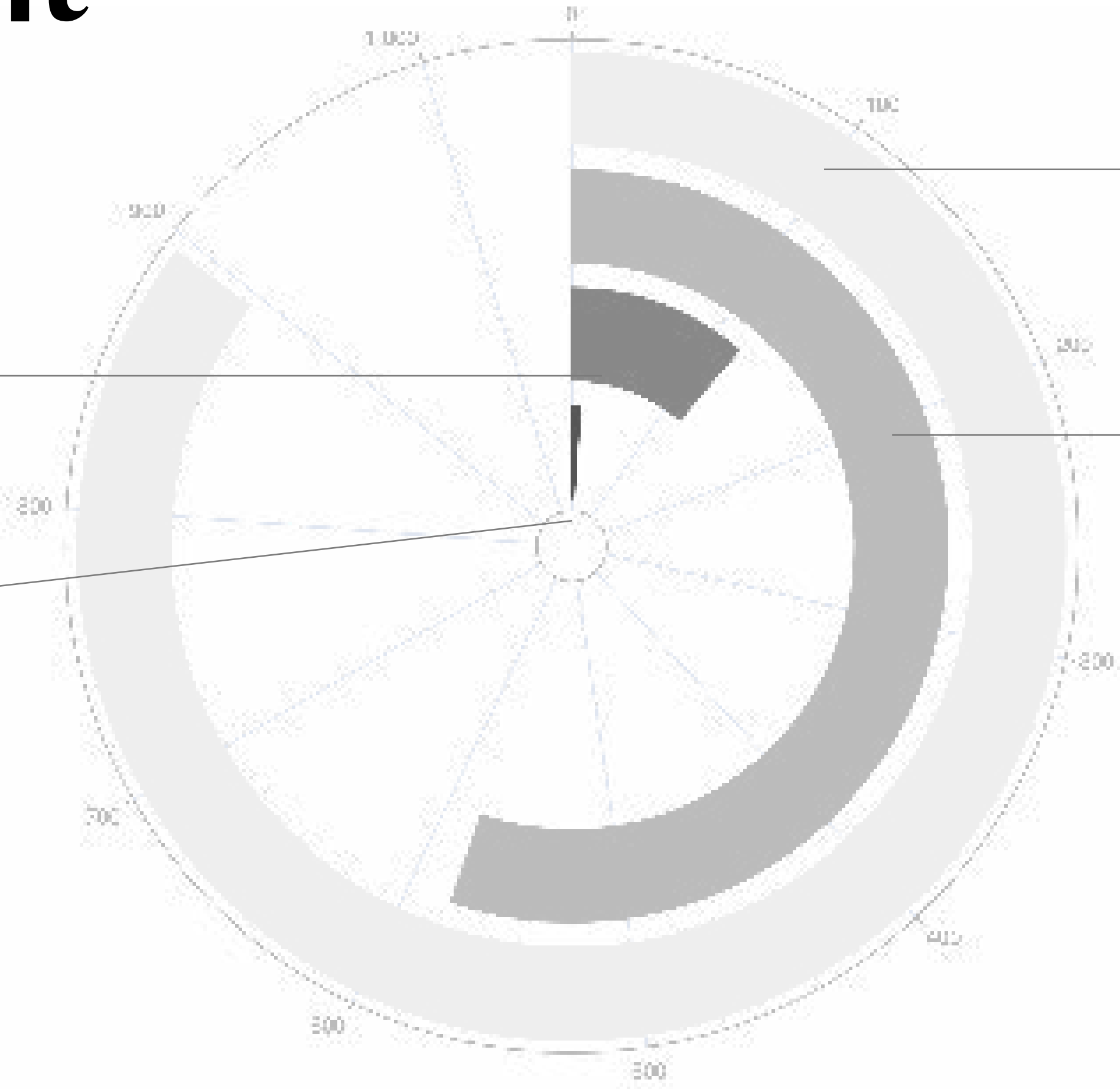


SOME CANDIDATES CHOSE MORE THAN ONE STREAM.

exhibitor engagement

website visits

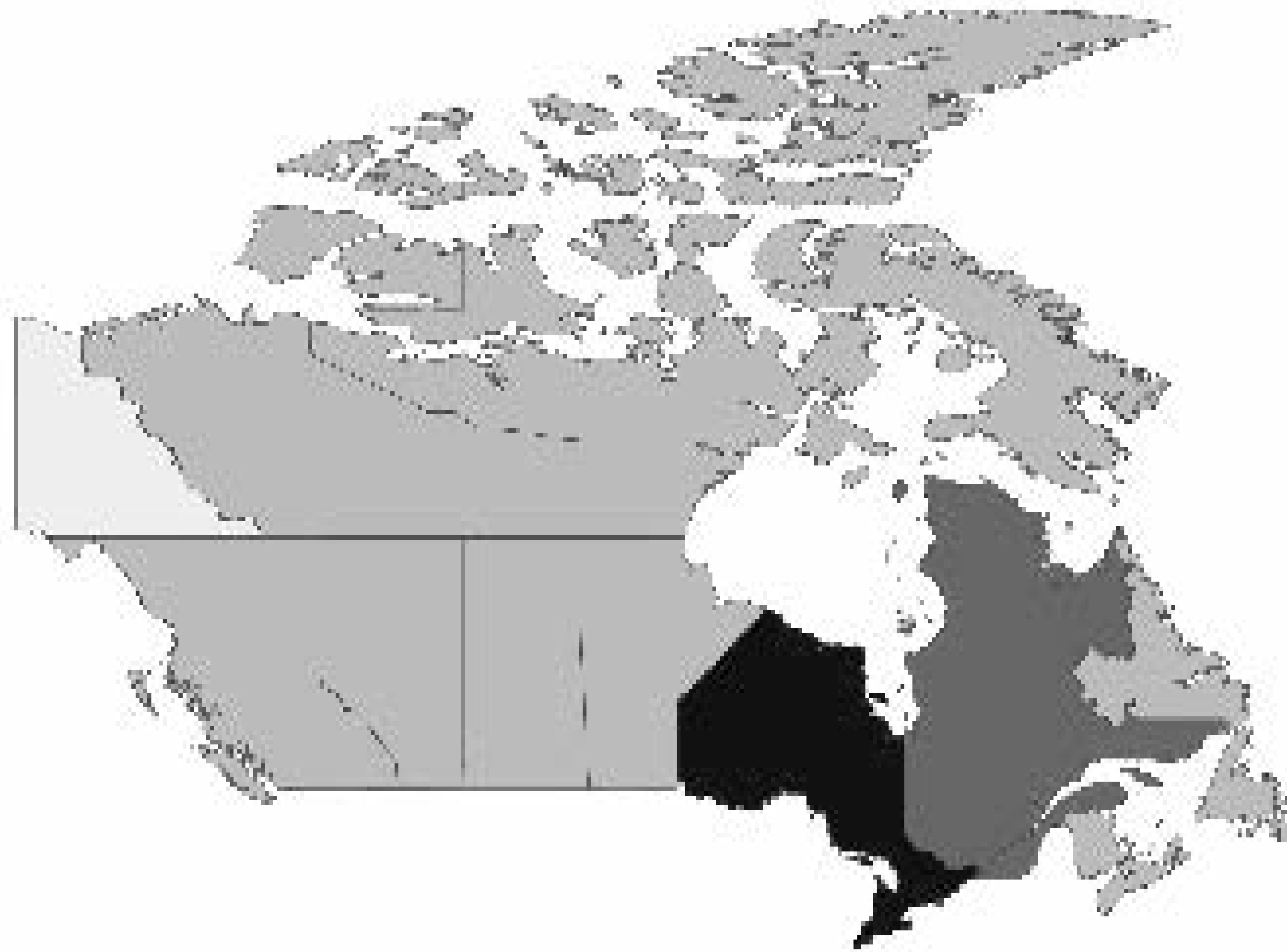
LinkedIn visits



total booth engagement

virtual booth engagement

candidate locations



- 76% ontario**
- 12% quebec**
- 2% alberta**
- 2% nova scotia**
- 1% british columbia**
- 1% northwest territories**
- 1% saskatchewan**
- 1% nunavut**
- 1% new brunswick**
- 1% manitoba**
- 1% newfoundland and labrador**
- 1% outside canada**

media relations



15 online articles

3 broadcast segments

\$14,086,500 earned media coverage

\$130,300 approximate ad value

195 press release media recipients

13 influencer IG stories

990,800 impressions earned

marketing reach



30

850 newsletter subscribers

48% open rate

200,000 marketing reach

320,000 ad impressions

100,000 ad views

5,500 ad clicks

+10,000 social followers

FBG + BLAXPO COMBINED

the stories

A HUGE thanks to Four Brown Girls for hosting such a wonderful and impactful event. Spaces where professionalism and inclusivity collide is so rare for Black and POC professionals. Being able to partake in an event like BLAXPO proves that our voices and stories are valuable, whether it be in the workplace or our own personal lives. Another shoutout to all the wonderful people we met. Thank you for making this a day we won't forget. - Attendee

Last Saturday at BLAXPO in Toronto was a dream. What a lovely time speaking about Black culture in this love podcast recording. Shoutout to Four Brown Girls for a wonderful event. - Speaker

I've never been to a professional event where black people were the focus and forefront of professional excellence. It was inspiring and communal. I felt safe in that space and loved seeing other POC people communicating and vibing off of each other's positive energies. - Attendee

I loved this event. As someone with social anxiety, networking can be a nightmare. But being able to network with people who look like me, share similar experiences and want similar things made networking feel more like a pleasant dream. BLAXPO was a safe space for me to build connections & confidence for my professional and personal life. I loved it! - Attendee

the stories

BLAXPO was my first virtual job fair and it was excellent! I learned what role I'd like to be in potentially while networking as well which was a bonus. I'd definitely attend next year to hear more about opportunities and also how to culture your own brand and such.

- Attendee

I'm very fortunate for BLAXPO and what it offered for me and other attendees. The event had a very solid balance of programming and networking opportunities in ways that really show up for community!

- Attendee

It was a really good experience. My first career fair in Canada and I absolutely loved it. Met great minds and spoke to companies that were committed to diversity and inclusion. Also the podcast session, was absolutely great as well.

- Attendee

As a queer Black woman and international student here in Canada, I was very worried about the prospective job search post-grad. Attending BLAXPO's in-person Toronto experience gave me an opportunity to network with recruiters and ease my nerves as an early career Black professional entering tech.

- Attendee

the stories

One of the greatest moments in my career history. It was wonderful to feel seen and valued. The companies were very articulate in how they wanted to create spaces for BIPOC individuals. It was just amazing!

- Attendee

It was surreal for me to be surrounded by such driven, creative and knowledgeable individuals of all industries. The term "black excellence" sometimes has a corny connotation, but through BLAXPO I realized that we're already 'excellent'. Our standard of work is the basic norm and we deserve recognition all year round.

-Attendee

Thank you BLAXPO and the entire team at Four Brown Girls for pulling off an event this ambitious to create real opportunities for so many equally ambitious people in our community. Elevated, smooth, thoughtful and dripping with brilliant people. It was an honour to be a part of it.

- Speaker

From registration till the very last minute, everything was amazing. I was well-received by the lady at the entrance. The event was not crowded by too many booths. There was room to walk from one station to another. (it was flowing) I love that if you wanted to attend the podcast you could but not forced to. The interaction was still going on with business representative. The esthetic was impeccable, love every moment of it. I was inspired to go after what I want in life and not let fear takeover. My journey just started and looking forward to the amazing things I'm about to create. Thank you and your team again for creating this space for us

- Attendee



take up space

the people

BLAXPO wouldn't be possible without all the women that made up the Four Brown Girls team, the Board of Directors that held us accountable and the BIPOC businesses that lent their services and expertise to our cause.



the people

the team

Nicole Antoine
Architect

Jayne Mandat
Executive Director

Ariane Ojo
Controller

Shanice Rose
Speaker of the House

Noemi Dibayula
Account Manager

Rojarra Armbrister
Social Media Strategist

Fael Francois
Brand Manager

Tara Small
Outreach Admin

Zaria Nesfield
Junior Outreach

the board

Camille Stewart
Customer Experience

Michael Dennis
Sales

Nadine Brown
Marketing

Chantelle Quow
HR + DE & I

Andrea Nicholls
Accounting

Bernadette Jean
Operations

Arisa Cox
Branding

Drea Wheeler
Partnerships

Tania Clarke
Outreach & Partnerships

Patrick Bossekota
Legal

the bipoc businesses

All Ridge Consulting
Marketing

Halo & Co.
PR

Kwahu & Cayes
Software & Technology

Toutshai
Tech support

GvuCreative Inc.
Graphic Design

La rue inspire
Production

SNS Catering
Catering

Red Mango
Catering

Orchid Signs
Installation

the future

This work isn't just one moment in time, or even one short month out of the year, but rather an ongoing journey in order to successfully weave diversity and inclusion in the fabric of the identity of any given company. There might be a destination but the goal post is always changing.



the future

up next

blaxpo mini series

Micro professional pop up events throughout different Canadian cities.

blaxpo collective

Workshops, seminars and podcasts aimed at empowering Black professionals in their career and entrepreneurial journey.

blaxpo fall 2023

BLAXPO 2023's theme will be about Generational Wealth. This all begins with being able to participate in the marketplace with the goal of leaving a lasting legacy for future generations.



“

fbg continues in the spirit of trailblazing unapologetically to bridge the gap for bipoc communities in a fresh, meaningful and effective way

thank you to our partners for an amazing journey



the bibliography

blaxpo
recap video

fbg
linkedin

fbg
twitter

blaxpo
press page

fbg
instagram

fbg
youtube

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