

blaxpo



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What's next for BLAXPO.

A photograph of a diverse group of young people in a social setting. In the foreground, a young woman with dark hair, glasses, and a nose ring is looking towards the right. Behind her, a man with glasses is partially visible. To the right, a person with long black dreadlocks is seen from the back, wearing a light blue shirt and a tan backpack. In the immediate foreground on the right, the back of a person's head with short, curly blonde hair is visible. The word "community" is overlaid in a large, white, lowercase serif font across the center of the image.

community

the synopsis


BLAXPO 2023 transcended into a hybrid multi-touchpoint conference centering the voices of Black Canadian professionals and students. This trailblazing conference gathered more than 1100 attendees across Canada and over 30 companies from various industries to create significant connections all while providing an authentic learning experience.

This year's event served as a safe hub for Black professionals, jobseekers, entrepreneurs, community organizations, and companies to network, increase their knowledge in the diversity, inclusion, and equity sphere, and be provided with tools and resources to address anti-Black racism through thoughtfully created online and in-person spaces of belonging.

Recognizing the unique and complex experiences of Black Canadians across Canada and the pervasiveness of anti-Black racism in the workplace and on the job market, this year's theme- *BUILDING LEGACY* -reflected the next step for Black Canadians to taking up space in order to build a more inclusive and prosperous future for themselves and the future generations.







closing the wage gap and building a legacy all starts with having a decent job and thriving in a professional environment where diversity, equity and inclusion are at the centre of the company culture.

pre-blaxpo homecoming series

virtual masterclass

The BLAXPO Homecoming Series equipped over 100 attendees with industry-specific tools to further their career - whether in a professional capacity or an entrepreneurial role. Powered by leading companies and led by thought-leaders in their respective industries, these masterclass-style workshops were delivered online to candidates throughout Canada.



Your Business, Your Goal: How to turn your dreams into reality

This engaging panel featured a diverse group of experts who guided attendees through the crucial stages of funding their **entrepreneurial** dream and building it into a prosperous empire.

ON THE PANEL:

Jochebed Essel

Founder of the Home Goods Marketplace, Everyday Joy

Mona-Lisa Prosper

Director of Futurpreneur's Black Entrepreneur Startup Program

Solomon Egbon Iwegim

RBC Relationship Manager Business Markets

Uplifted by   Speak Up
for Inclusion™

Breaking the Agency Barrier: A Masterclass for Emerging Creatives

Led by the creative leads of Salt XC, this immersive workshop was designed to guide attendees through the challenges and opportunities of entering the vibrant advertising industry.

The goal was to empower creatives to identify roles that resonate with their creative ambitions, discover new tools to give them an edge and redefine their skillset to align with industry needs.

Through thoughtful anecdotes, informative advice and insightful examples of agency work, Salt XC took attendees through a self-discovery journey that is eye-opening for new and upcoming creatives in the advertising space.

Uplifted by 

blaxpo part I kick off night

BLAXPO 2023 kicked off with a vibrant atmosphere where over hundreds of guests made up of our partners, special guests, media as well as BLAXPO+, Legacy and Corporate ticket holders gathered over canapés and drinks sponsored by Appleton. The kick off night served as an unveiling of the space and the exhibitor booths, while offering a convivial opportunity to network and create new connections. To set the tone for this year's theme, Building Legacy, spoken word artist Aliyah TruTh served a powerful spoken word while Certified Emotional Intelligence & Neuro-Life Coach, Karlyn Percil, gave a heartfelt address and land acknowledgment.

Uplifted by **APPLETON ESTATE**
JAMAICA RUM





blaxpo presents:
Jully Black

BLAXPO had the honour of having Canada's undisputed Queen of R&B Soul Jully Black as our Keynote Speaker at this year's kick off night. The legendary recording artist and activist took us through a rollercoaster ride with an emotional glimpse of her Songs & Stories series where she connected with the audience through compelling storytelling. Love, community and empowerment were surely felt throughout the night, while a deeper legacy was strenghten.

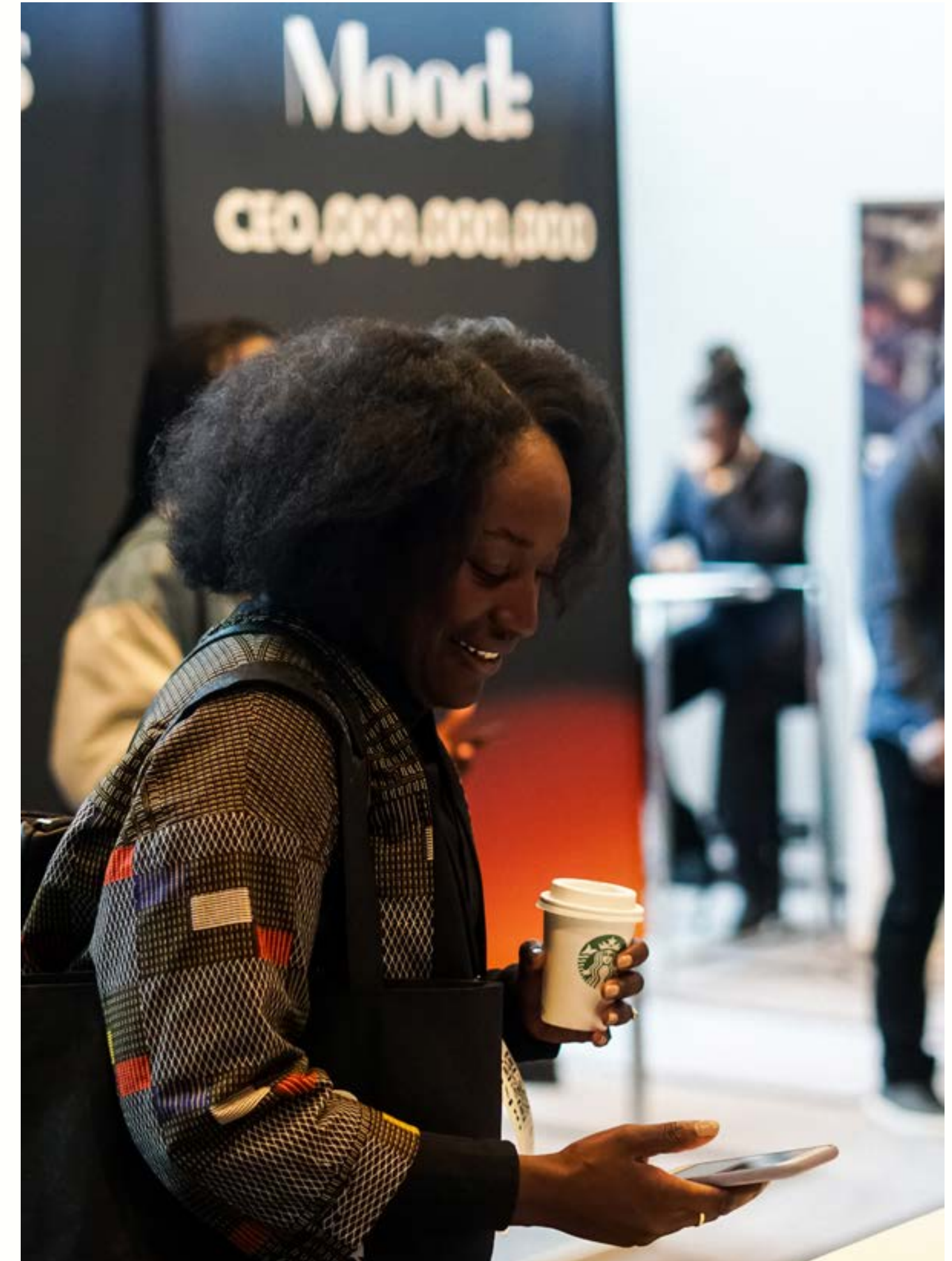
Uplifted by   Speak Up
for Inclusion™





blaxpo part II — the main event

Charged with cutting edge programming, insightful speed networking sessions, live panel discussions and experiential brand activations - BLAXPO 2023 delivered an empowering experience for attendees and companies alike.



career
expo

Candidates got the opportunity to connect with over 30 companies both in-person and online from different industries in a dynamic and safe space curated to foster engaging conversations and authentic connections.



Our 2023 Live Podcast series featured insightful conversations engaged and led by decorated top Black professionals in different industries. The theme of legacy building was prevalent and carried throughout the four episodes.



click to listen



Transformative Mindset: BTS with Dr. Dori Tunstall

Featuring Dr. Dori Tunstall
Kike Ojo-Thompson

Belonging: Trigger of quiet quitting

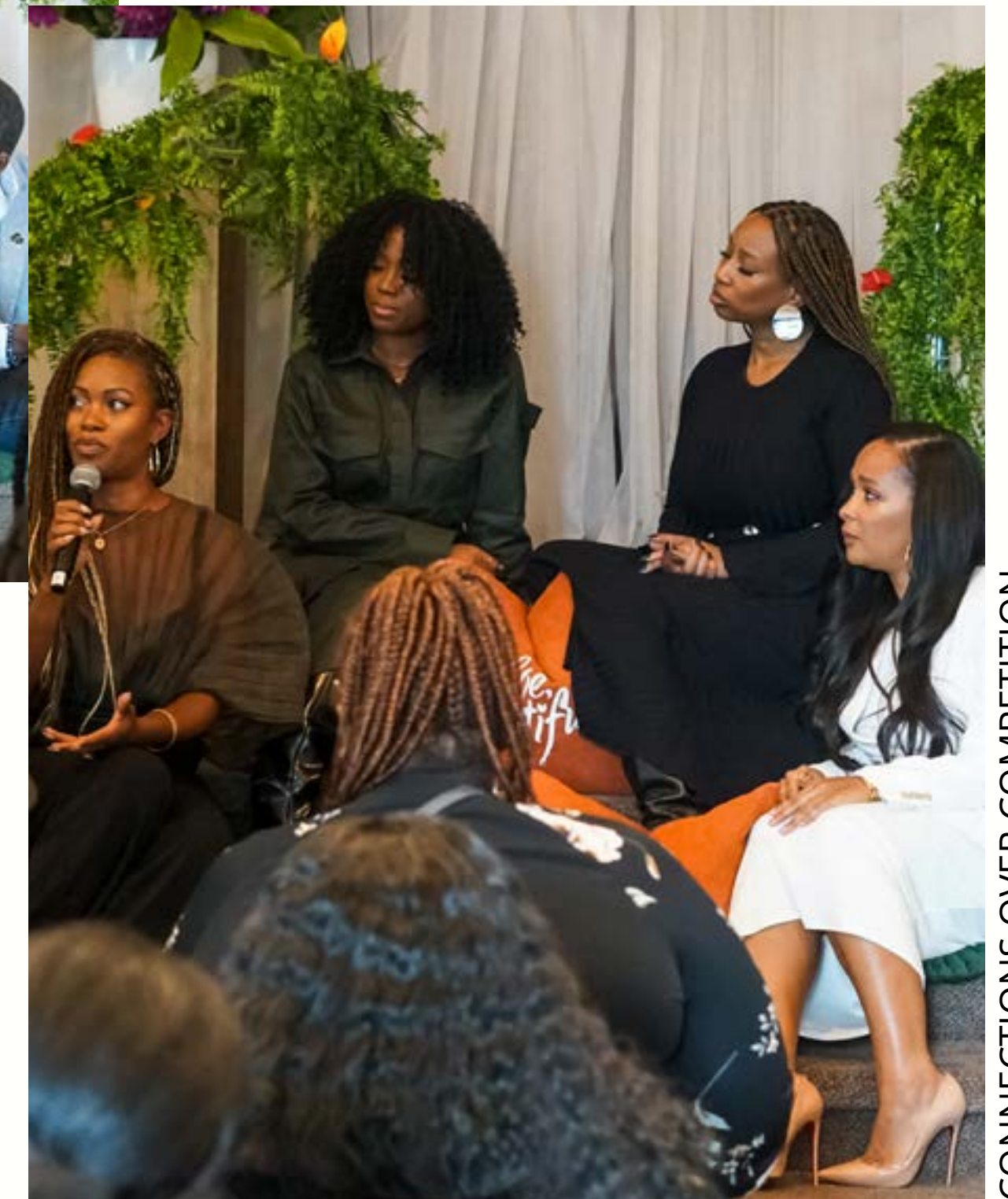
Featuring Camille Dundas
Jermaine Jupiter
Lea Trotman
Leslie-Anne Lewis

Build Your Legacy

Featuring Tania Clarke
Christopher Gordon
Troy Crossfield
Laura Wilson-Lewis

Connections over Competition

Featuring Shannae Ingleton Smith
Adeela Carter
Stephanie Joseph Flatts
Bee Quammie



BELONGING: TRIGGER OF QUIET QUITTING

CONNECTIONS OVER COMPETITION

work-
shops

The BLAXPO Ateliers aimed at equipping entrepreneurs, and professionals with crucial tools to move their career forward. Whether it be taking their business to forward or adopting new technologies to get an edge on the market, BLAXPO attendees were able to gain insightful information from industry shakers and thought leaders.



BLACK FOUNDERS CHEAT SHEET
 Phil G Joseph - Founder, Rep Matters
 Brittany Charlton - CEO, Ohh! Foods
 Tefari Bailey - Founder, Hutsy



C.R.E.A.M. - CRYPTO RULES
 EVERYTHING AROUND ME
 Ashley Wright - Founder, The
 Wright Success
 Jelani Clarke - Executive Lead,
 Desci World

speed networking

Candidates got to connect 1-on-1 with industry leaders in two exciting rounds of speed networking from companies like Google, Air Canada and the Globe & Mail.



wellness pods

Through safe in-person and virtual sessions, candidates had the opportunity to receive free mental health counselling from BIPOC clinicians.

Uplifted by *Alter-Natives*



resume review

Candidates in need of refreshing or starting their resume got hands-on help by seasoned professionals with crafting a compelling CV.

Uplifted by  blackties



professional headshots


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

Uplifted by 



Roundtable: Bridging Information Gaps

This lunch & learn roundtable discussion, hosted by BLAXPO's Nicole Antoine, aimed to shift the approach to Inclusion, Diversity, Equity, and Action by advocating for it to be integrated as a fundamental mindset throughout organizations.

Uplifted by 



entrepreneurship hub

The Entrepreneurship Hub provided aspiring and experienced entrepreneurs with financial advice and resources to help grow their businesses with organizations like the DMZ, Futurpreneur, and UIBE.

Uplifted by  



financial wellness check

Candidates received one-on-one personalized financial advice and recommendations on how to improve their financial well-being by a RBC financial expert.

Uplifted by  



blaxpo market capsule

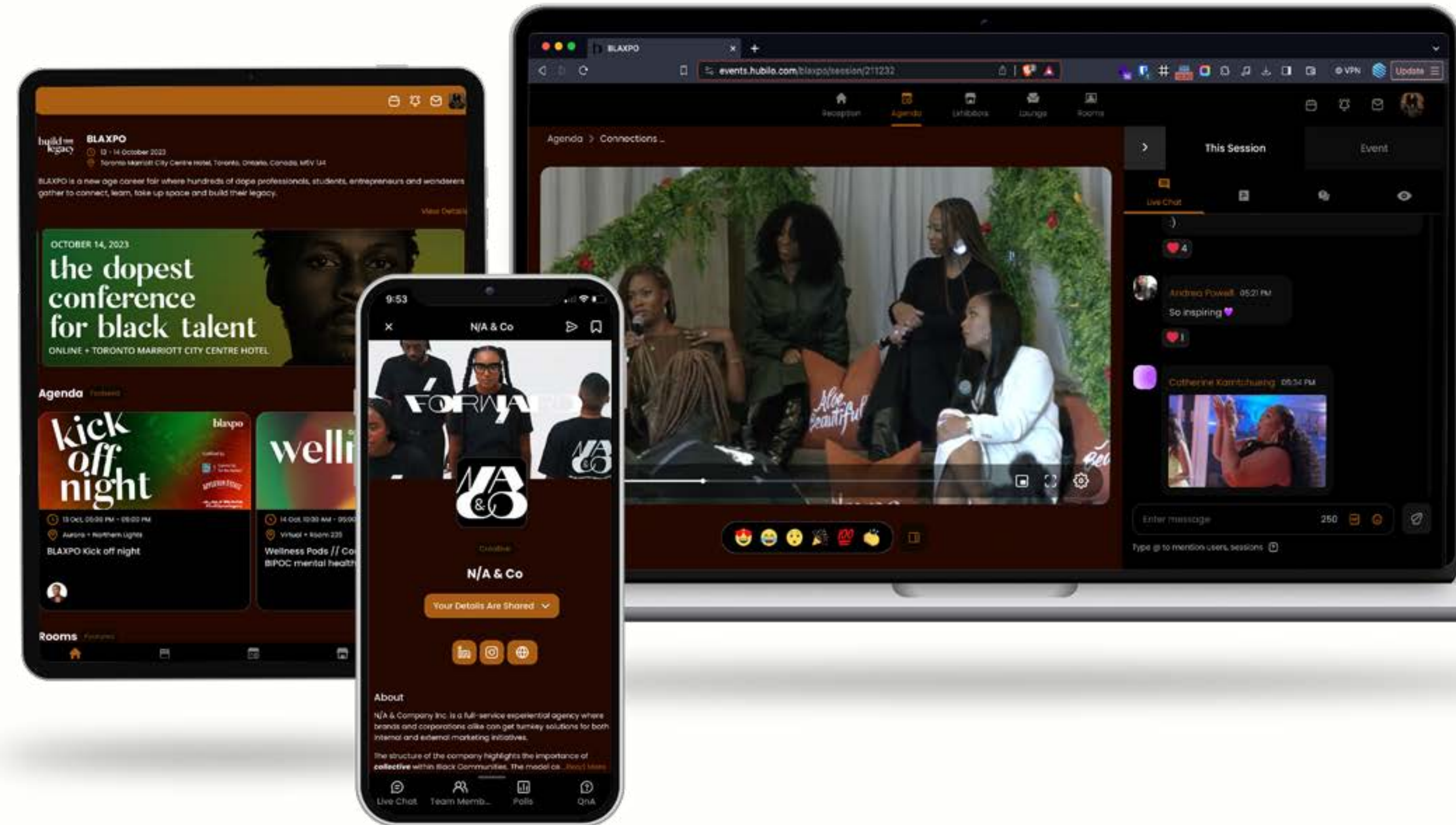
Taking it back to our very first BLAXPO, we highlighted entrepreneurs from the Black community with a booth where they got to market their brand and connected with attendees and companies alike.

Uplifted by 



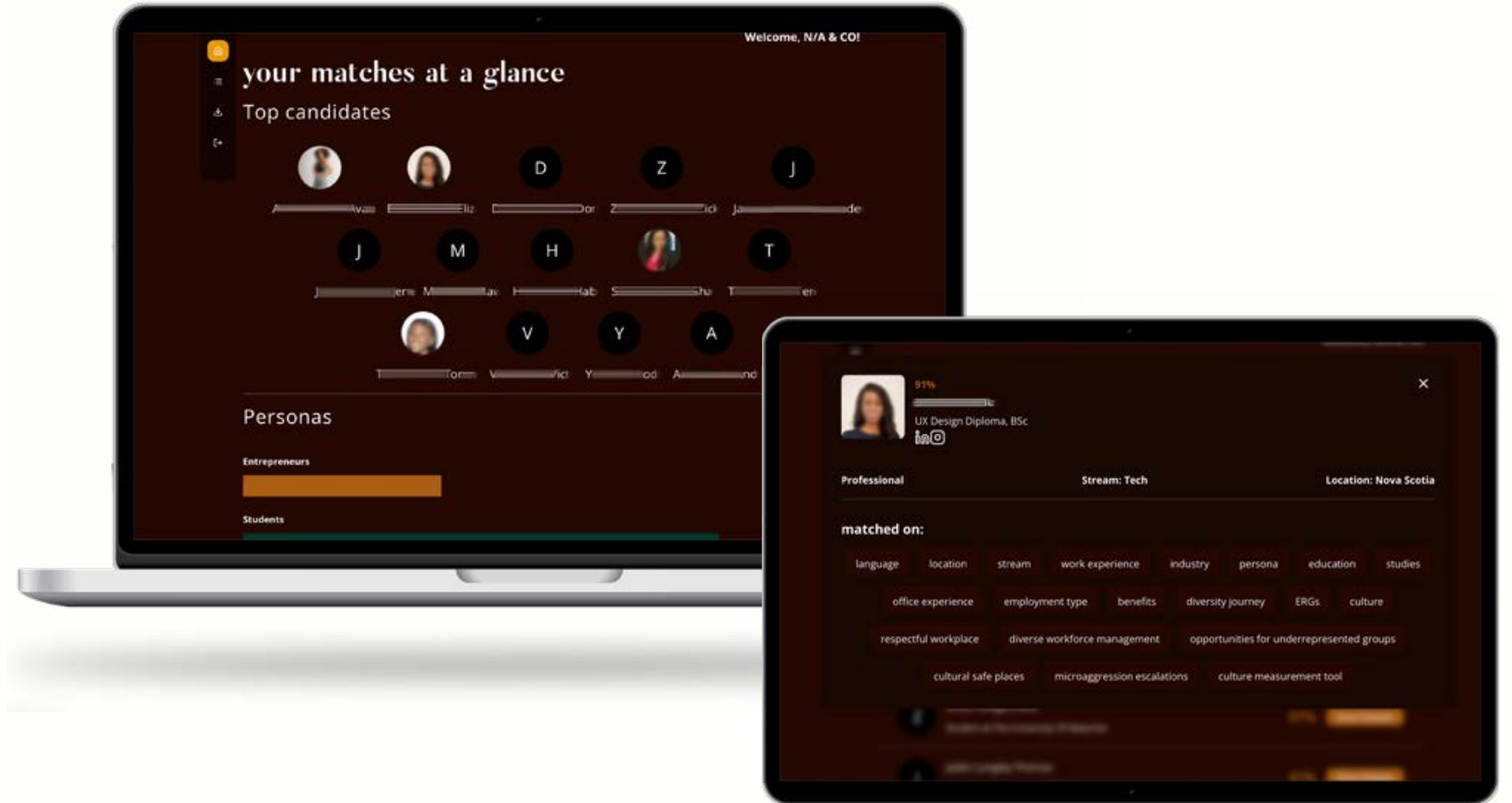
the virtual experience

BLAXPO 2023 continued to offer access to companies and programming through our new virtual platform. Attendees were able to tune in from their desktop and the BLAXPO app available on all devices to watch our workshops, live podcast and network with candidates across Canada and connect directly with companies and other professionals.



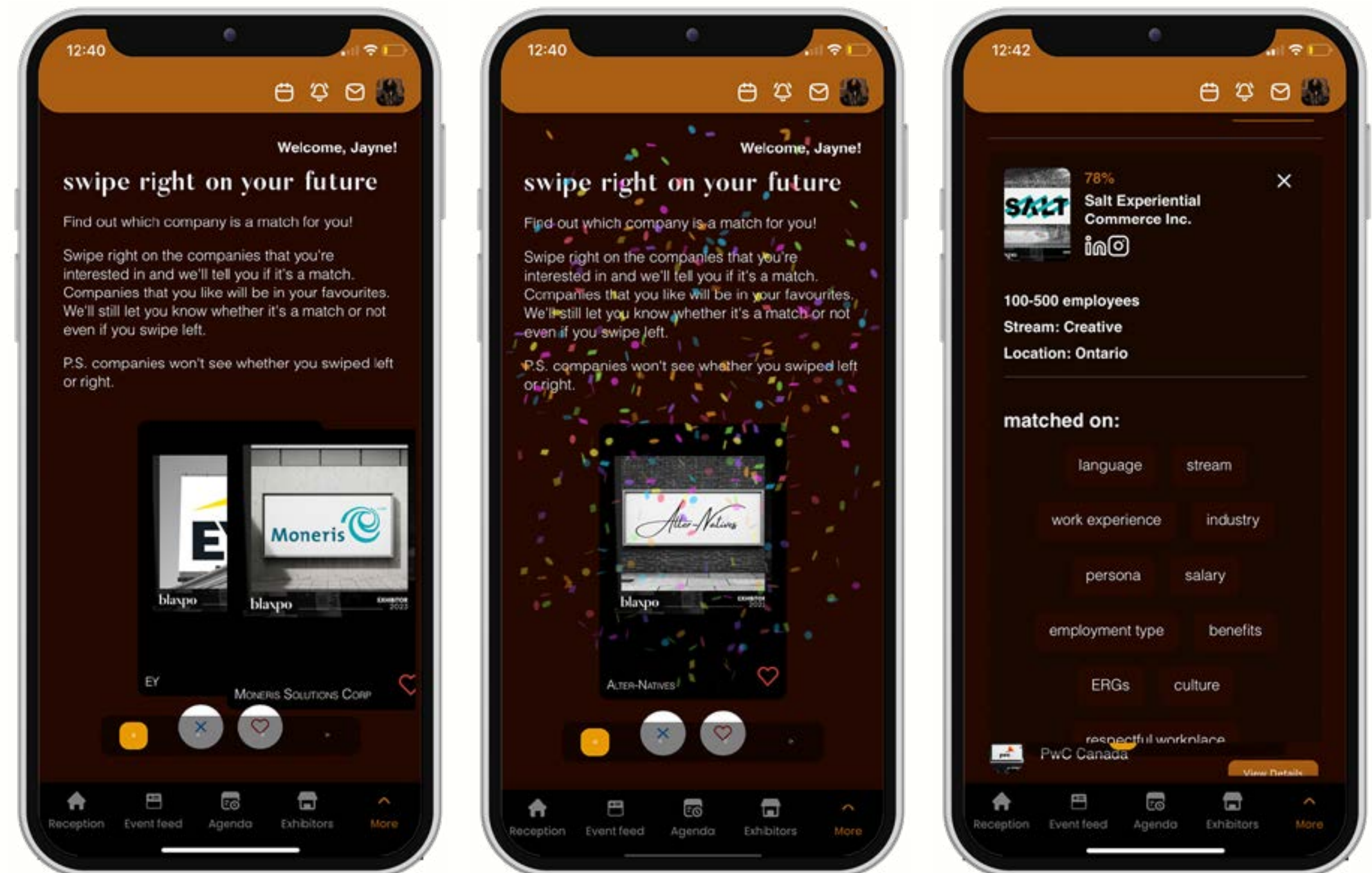
the matching for companies

Our newly updated matching platform built upon a new set of data offered recruiting companies a general view of the attendees that match with their company based on general requirements, bottom line, workspace, industry, company culture, values and more. With a complete list of their matches with access to their LinkedIn profiles, companies have the opportunity to see beforehand who their viable matches are and how to contact them.



the matching for candidates

Much like a dating app where individuals swipe left and right for someone they would like to get to know more, our candidate matching platform, directly accessible through our BLAXPO app, did the same - minus the rejections and frustrations. Our matching platform allowed attendees to see which companies were available to them, what requirements they matched on and how to contact them. The phrase "We matched!" had a much deeper meaning!



A young man with braided hair, wearing a black shirt, is smiling slightly in a social setting. The word "wealth" is overlaid in white text across the center of the image. The background is blurred, showing other people in a social gathering.

wealth

12 provinces & territories
in attendance

33 virtual
booths

88 minutes spent on the
virtual experience on average

232 attendees shared their
business cards with companies

443 breakout room
attendees

457 messages exchanged
by attendees

812 total workshops &
live podcast views

1,170 speaker profile
views

1,932 virtual
booth views

2,500 virtual ad
impressions

the numbers

virtual experience

5 university cohorts

14 / 14 sold-out sessions

36 company partnerships

46 mental health sessions

65 hotel nights booked

486 virtual / hybrid attendees

763 in-person attendees

1,262 overall registrants

20,375 candidate / company matches

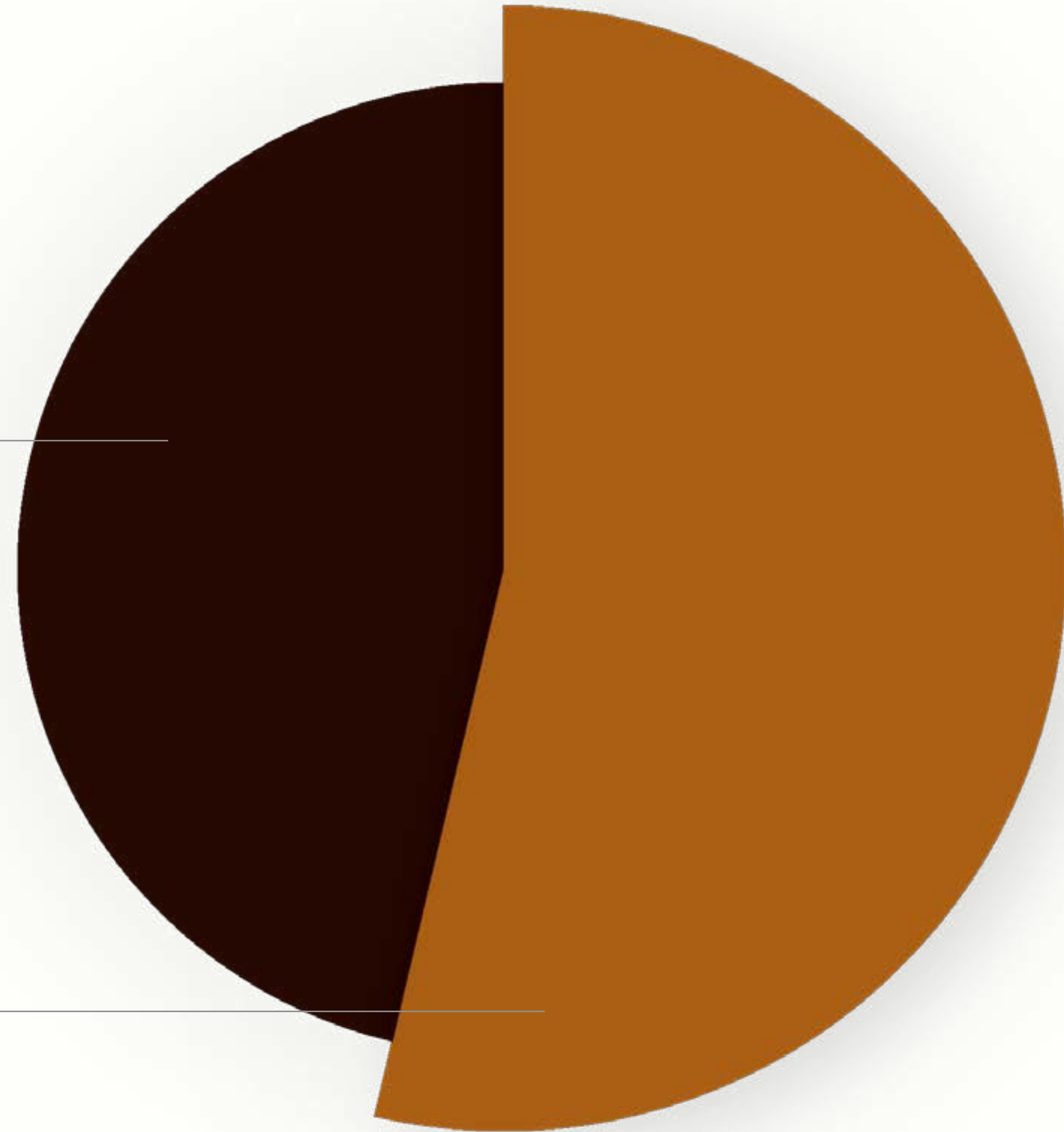
the numbers

in-person experience

virtual v. in-person attendance

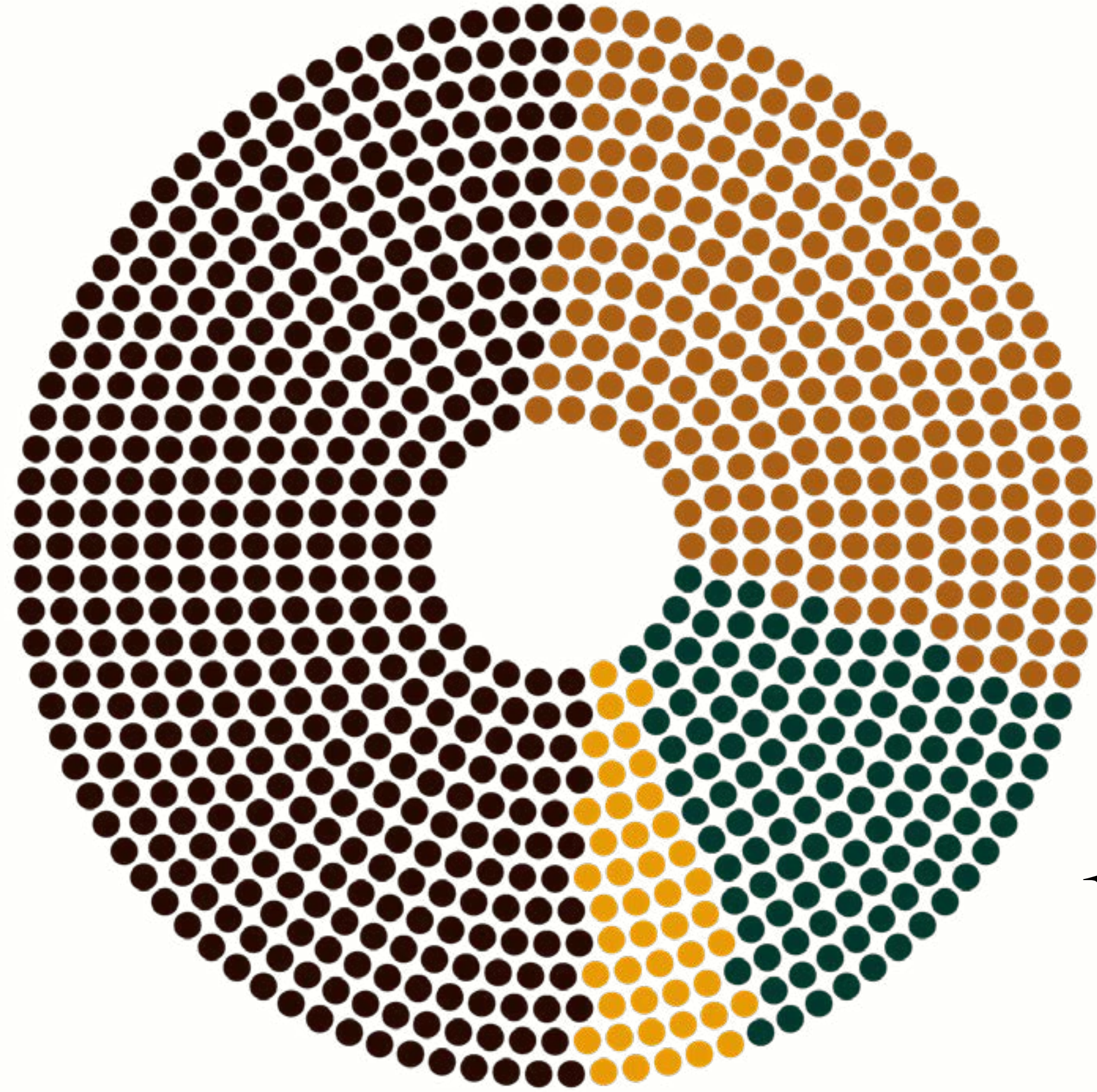
486 virtual/hybrid attendees

763 in-person attendees



candidate personas

52% professionals



28 _____

29% students/
recent grads

14% entrepreneurs

5% wanderers

the people behind the personas

the
professional

meet
Angela

Title: Writer & Onboarding Manager
Pronouns: She/Her/Hers
Identifies as: Black
Province: Ontario
Career stream: Creative, Tech
Industry: Tech
Highest Level of Education: Bachelor's Degree
Years of experience: 5 - 10 years

the
entrepreneur

meet
Marvin

Title: President / Civil Engineer
Pronouns: He/Him/His
Identifies as: Black
Province: Quebec
Career stream: Entrepreneurship
Industry: Operations
Highest Level of Education: Bachelor's Degree
Years of experience: 10+ years

the people behind the personas

the
student

meet
Hendrix

Title: BSc Biomedical Engineering
Pronouns: He/Him/His
Identifies as: Black
Province: Ontario
Career stream: STEAM
Industry: Tech, Health
Highest Level of Education: Bachelor's Degree
Years of experience: 0 - 3 years

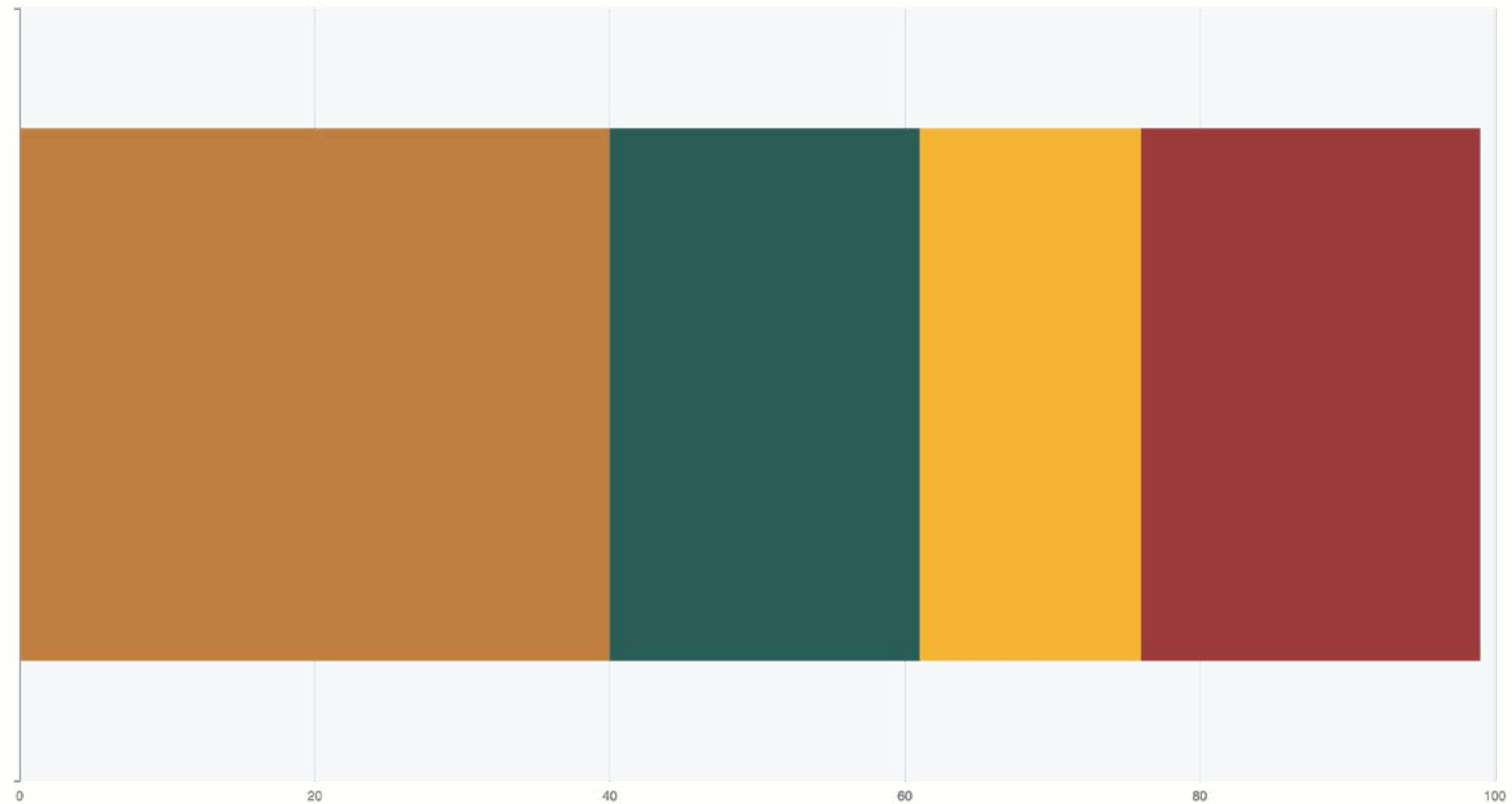
the
wanderer

meet
Maya

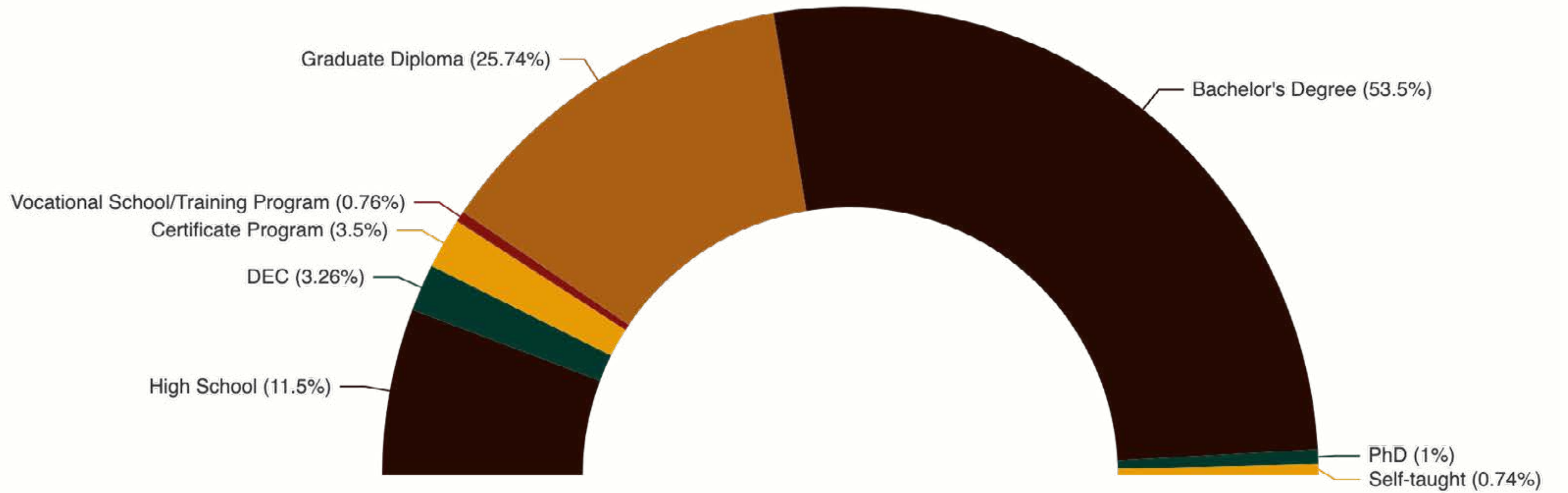
Title: Account Manager
Pronouns: She/Her/Hers
Identifies as: Black
Province: Ontario
Career stream: Tech, Operations
Industry: Creative
Highest Level of Education: Bachelor's Degree
Years of experience: 5 - 10 years

candidate experience

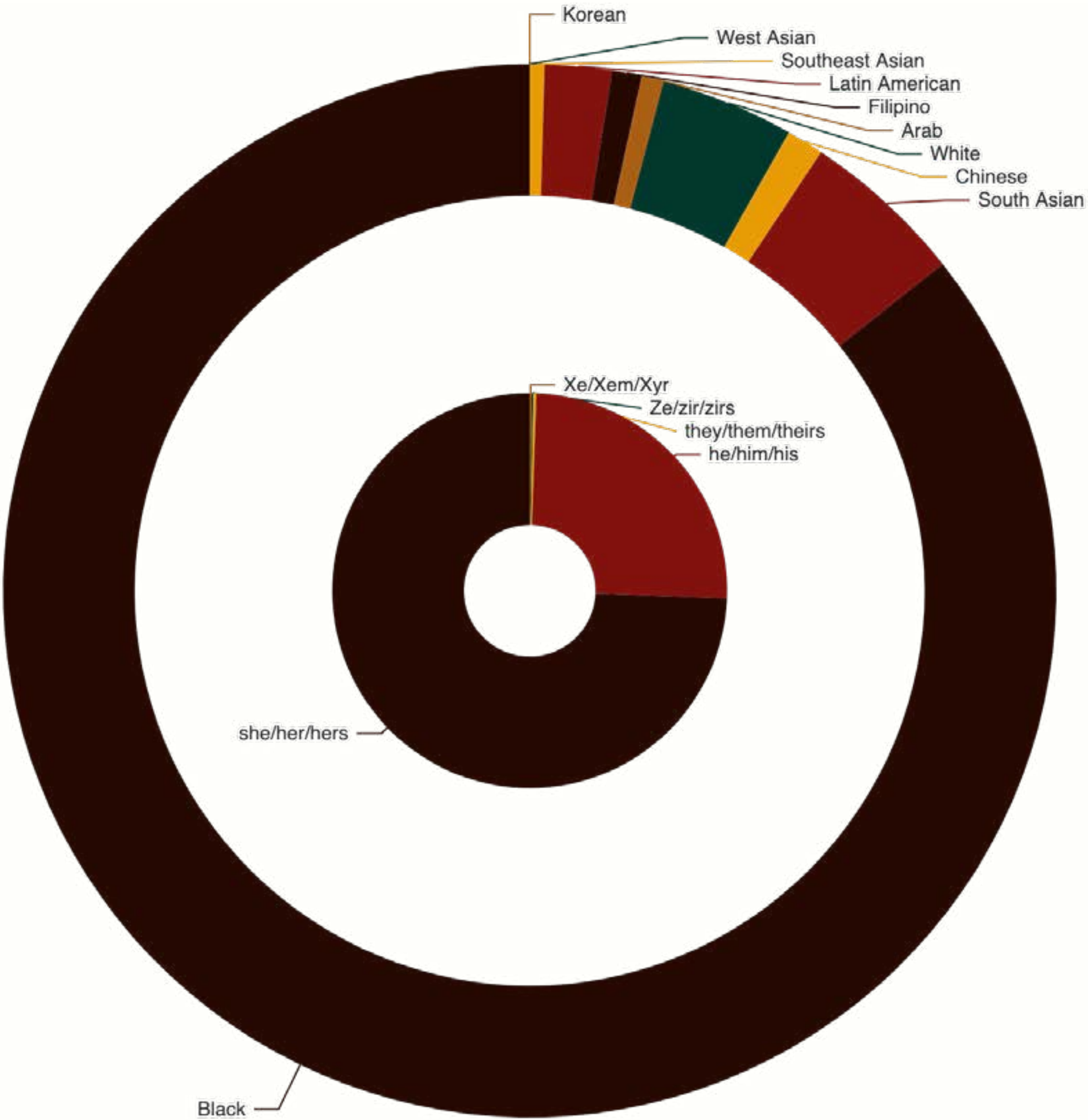
0-3 Years (40%) 3-5 Years (21%) 5-10 Years (15%) 10+ Years (23%)



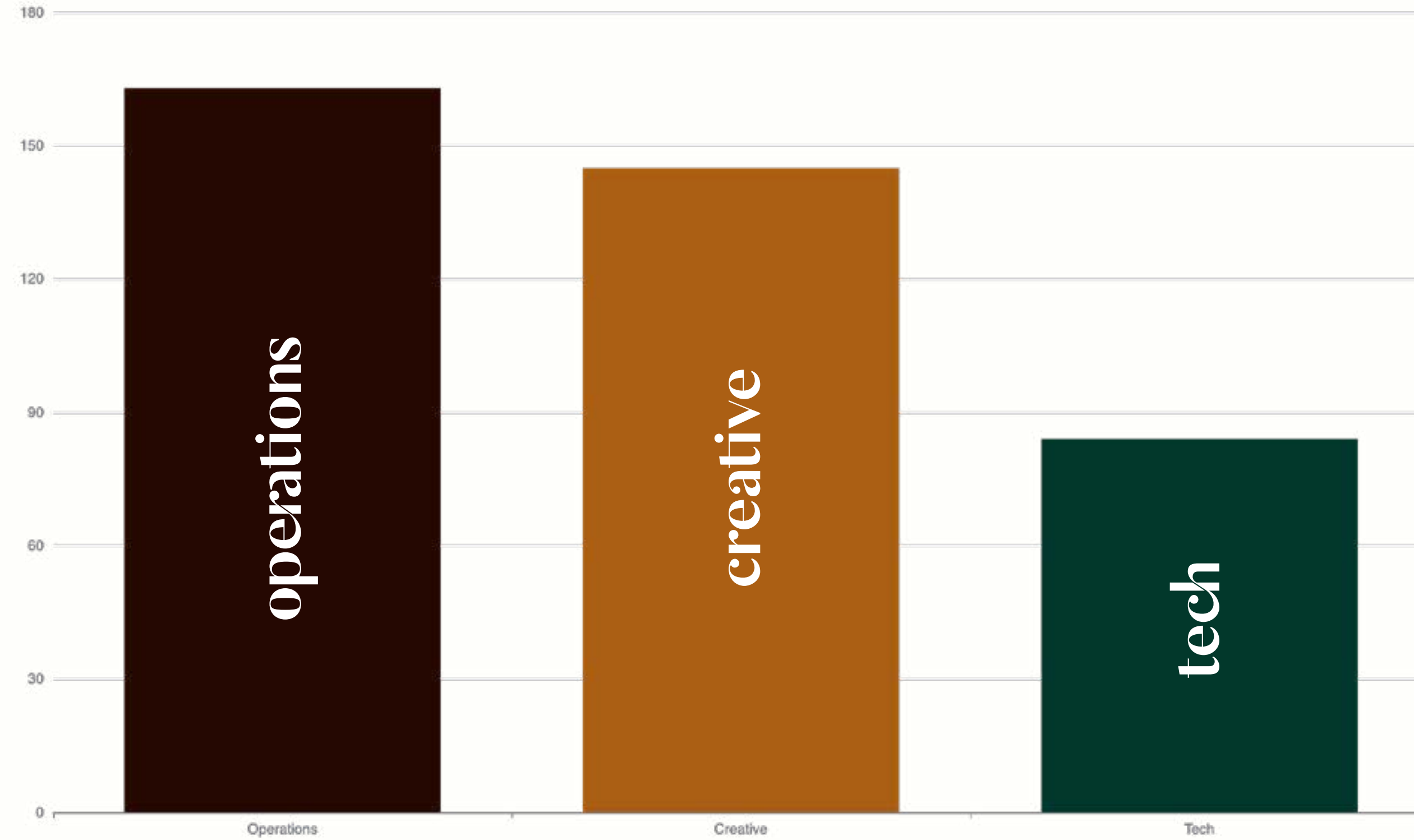
candidate education



candidate identity

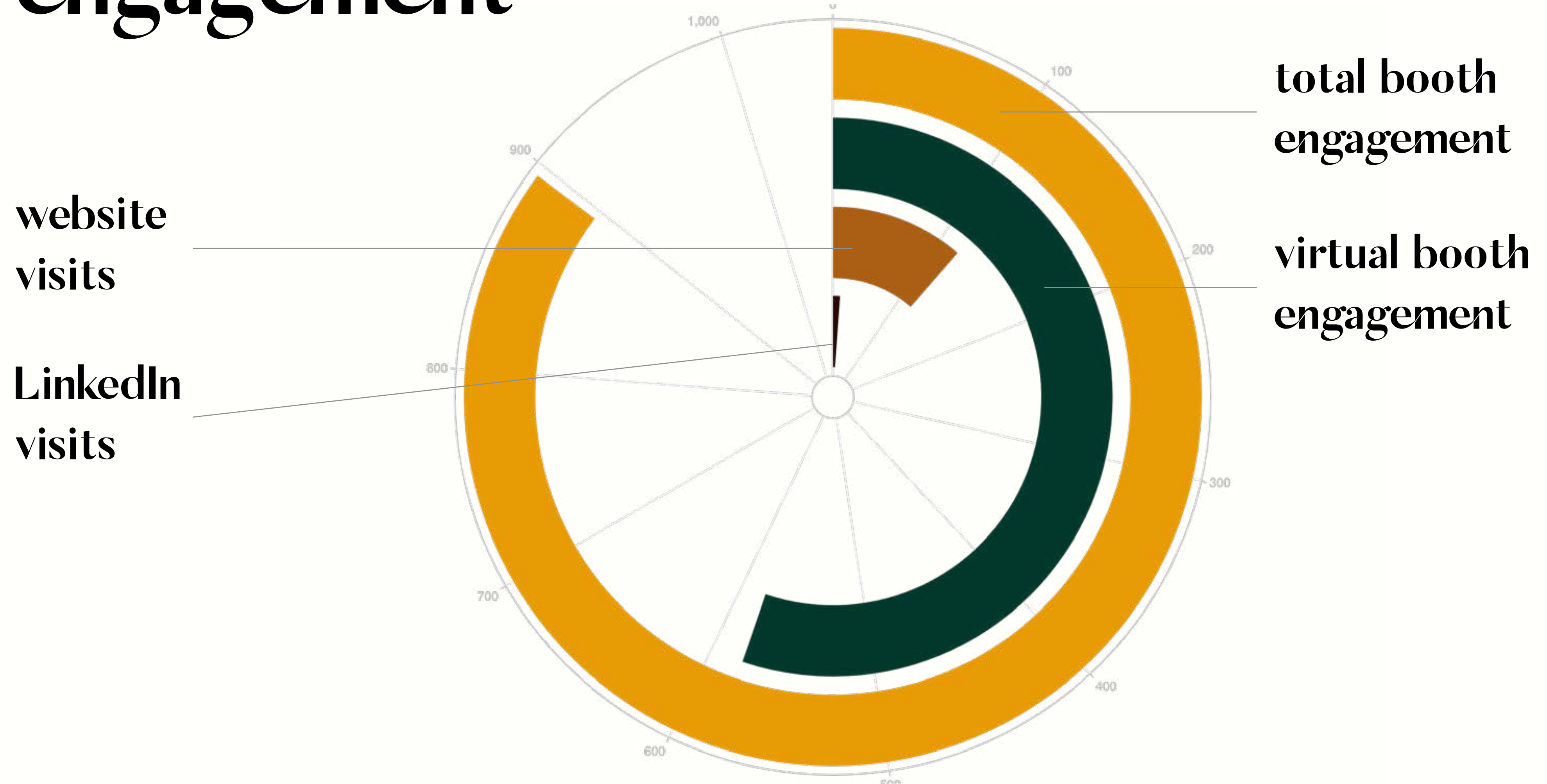


candidate streams



SOME CANDIDATES CHOSE MORE THAN ONE STREAM.

exhibitor engagement



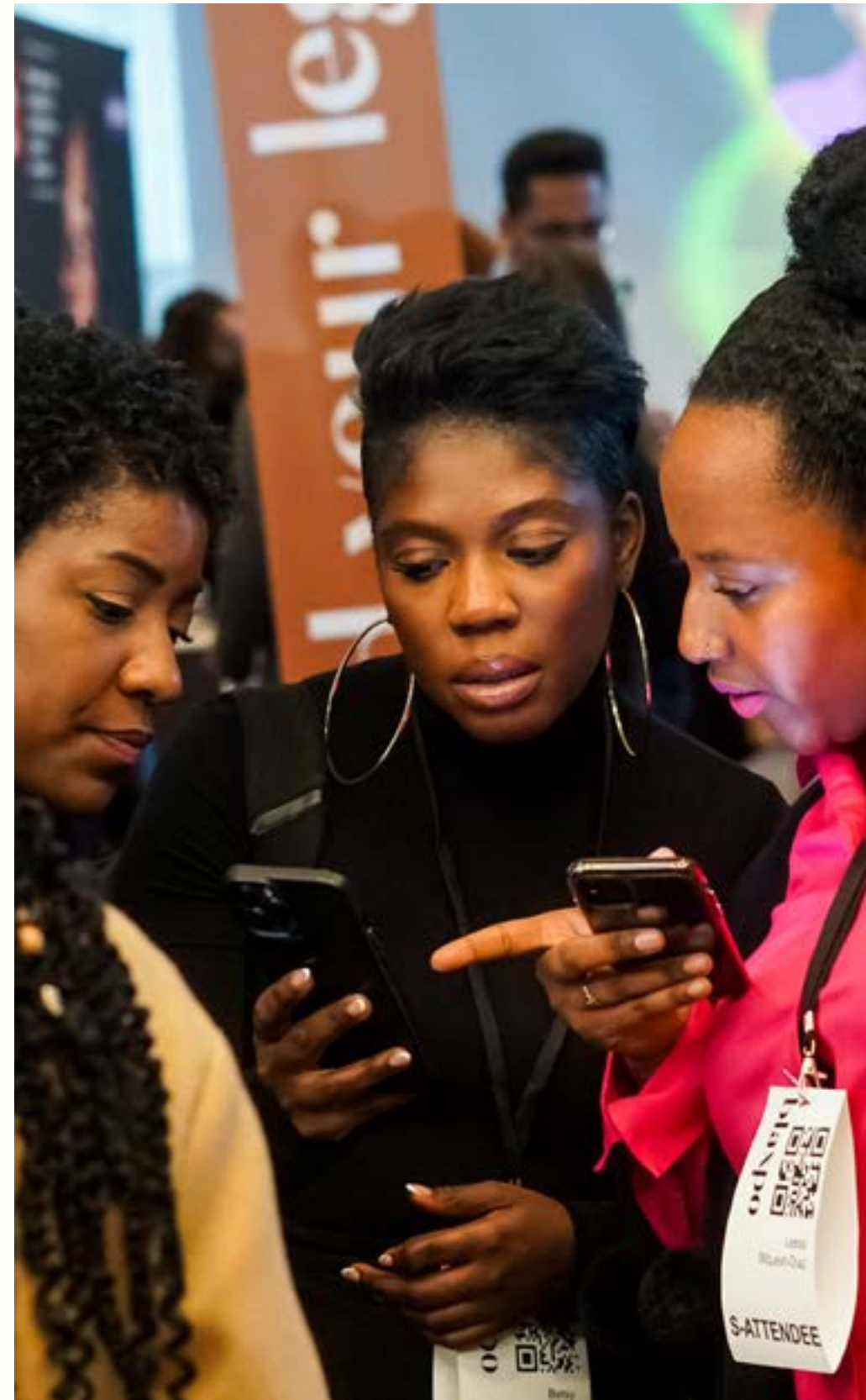
candidate locations



36

- 73% ontario
- 14% quebec
- 2% alberta
- 2% british columbia
- 1% nova scotia
- 1% northwest territories
- 1% saskatchewan
- 1% nunavut
- 1% new brunswick
- 1% manitoba
- 1% newfoundland and labrador
- 1% outside canada

marketing reach



37

1,015 newsletter subscribers*

52% open rate

312,000 marketing reach

1,077,000 ad impressions

273,000 video ad views

5,600 ad clicks

+10,500 social followers

FBG + BLAXPO COMBINED

*NOT INCLUDING 2023 REGISTRANTS

media relations



the social



byblacks.com

BAY STREET BULL

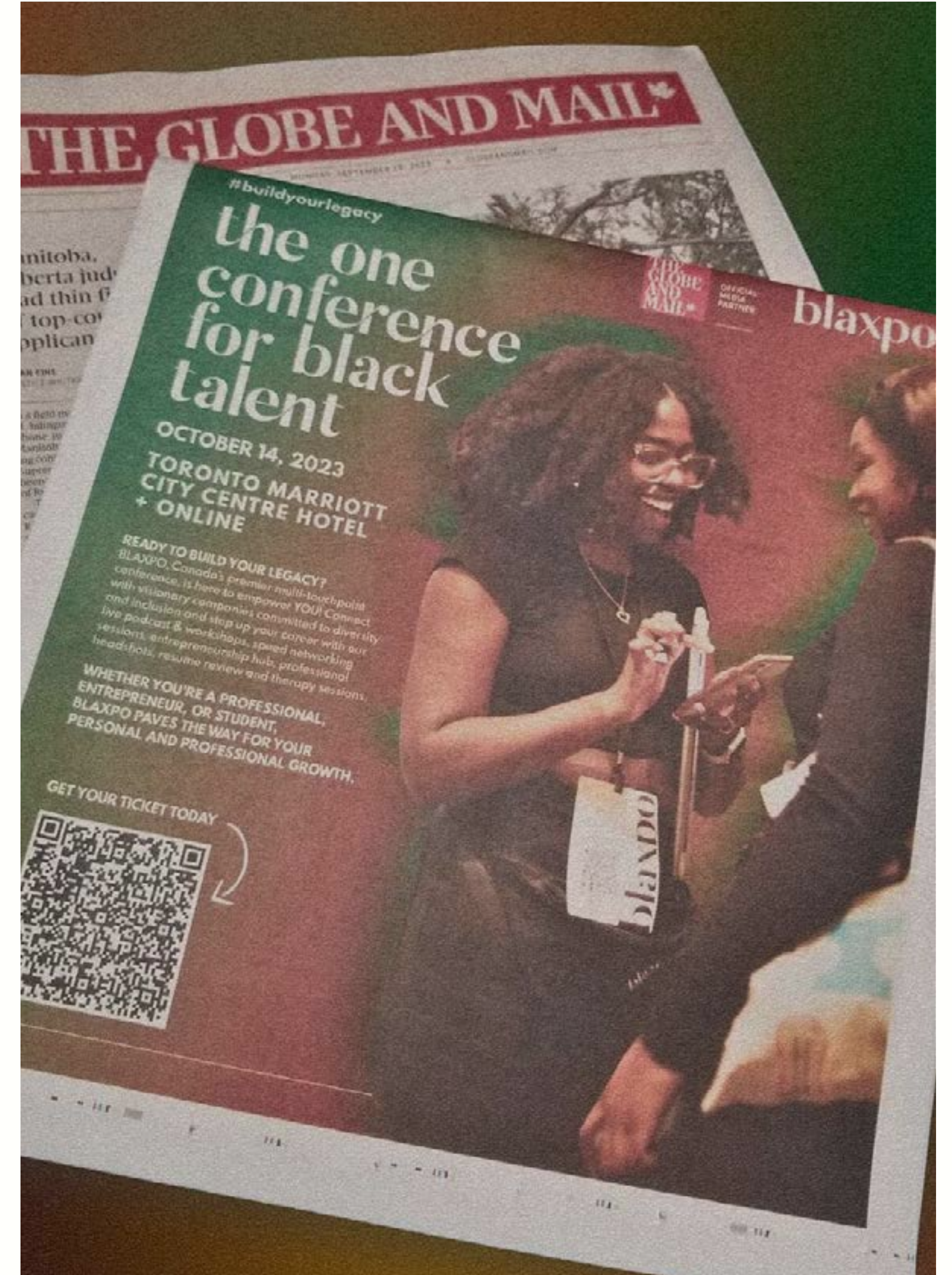
DailyHive

CURIOCITY

blogTO

CP 24

BLAXPO has been featured on numerous platforms and publications, both online and on broadcast. BLAXPO is proud to have The Globe & Mail as its Official Media Partner for 2023.



the stories company testimonials



Oumaima Idrissi · 1st
Diversity, Equity and Inclusion Manager
2w · 🌐

Over the weekend, I had the honor of representing Air Canada at the #BLAXPO2023 event. We had engaging discussions about aviation, DEI initiatives, and various career opportunities. A big thank you to everyone who visited our booth and to Four Brown Girls for organizing such a wonderful event! Special shout-out to Ameena Youssef and Aliyah Thomas for their invaluable contributions.

Looking forward to next year!

Au cours du week-end, j'ai eu l'honneur de représenter Air Canada à l'événement #BLAXPO2023. Nous avons eu des discussions intéressantes sur l'aviation, les initiatives DEI et diverses opportunités de carrière. Un grand merci à tous ceux qui ont visité notre stand et à Four Brown Girls pour avoir organisé un événement aussi merveilleux!

#BLAXPO2023 #AirCanada



Shawn Paron · 1st
Chief Operating Officer
2w · 🌐

The Alzheimer Society was at Blaxpo today!

We (Cathy Barrick (she/her/hers) and I) connected with and had engaging conversations with professionals well established in their careers and many just starting out. It was exciting to see the interest in the charitable sector.

Thank you Charlene Knights for introducing us to the awesome team Jayne Mandat, Nicole Antoine and Noémi Dibayula! We look forward to next year! And thank you for a fantastic day!
#Blaxpo



Jamieson Wellness Inc.
30K followers
2w · 🌐

For the second consecutive year, our team took part in the BLAXPO Career Fair this past weekend!

The mission of BLAXPO, by Four Brown Girls, is centered on spotlighting Black talent in the Canadian job market.

It was an honour to stand alongside 34 companies, engaging with over 900 attendees. This event grants us access to outstanding talent from diverse backgrounds, which is a key factor in being able to reach our DE&I targets of fair representation in the workplace. We were also able to build relationships with companies who share similar goals and values.



Nikita Shankaran · 2nd
Manager - National Experienced
Talent Acquisition at PwC Canada
2w · 🌐

High-energy networking and engaging conversations - is what I would call was the vibe of the #BLAXPO2023 conference this Saturday!

Our PwC Canada booth was bustling with students and professionals looking to learn more about our PwC culture, and how they could be a part of our #communityofsolvers! #PwCproud to represent my firm along with other wonderful colleagues at this event that turned out to be nothing short of a success!

Interested in joining our community of solvers? Check out our careers page at <https://lnkd.in/gyNEyrc8>

#PwCCanada #BPIN #BLAXPO2023 #fourbrowngirls #DEIB



Delmar Miller, MBA · 2nd
Marketing | Strategy & Growth |
Brand Development & Integration |...
1w · 🌐

I had an incredible weekend at #Blaxpo with the BlackTies team! We were a proud sponsor and participated in the event! Witnessing the talent and ambition in our community firsthand was truly inspiring. Thank you for giving us the opportunity to help passionate individuals take their careers to the next level!

To join a community of driven, inspiring Black professionals and also level up in your career, build a network, learn, and thrive, click here 📄 <https://blacktiesapp.com/>

#BlackTies #BlackExcellence #BlackProfessionals #BIPOC #Community



Andrew Fraser · 2nd
Leveraging 10+ years of experience in sports...
3w · 🌐

Shoutout to MLSE (Maple Leaf Sports & Entertainment Partnership) for allowing myself & crew to attend #Blaxpo. Such an incredible event geared towards networking and career development for Black Youth in Toronto. Can't wait until next year for the MLSE booth! #SportsBusiness



Sandra Odendahl · 1st
Senior Vice President & Head of Sustainability...
2w · 🌐

What a great way to spend a Saturday!! I had the pleasure of touring the BLAXPO conference last weekend in Toronto, with the incredible Nicole Antoine of Four Brown Girls marketing, producers of the event. Also ran into my colleague Jonathan McEachnie and BDC's fabulous business partners from Futurpreneur.

BLAXPO is a conference, career fair, and mini-trade show that connects Black talent in the Canadian job market to progressive companies. BLAXPO boasted great speakers, a career expo, an RBC Entrepreneurs Hub, and the buzz of high energy networking and connecting. Looking forward to next year's BLAXPO already! <https://lnkd.in/dUf3PtDa>

#diversity. #entrepreneurs.

the stories



Shweta Sharma · 1st
Global Business Management- Humber'23
2w · 🌐

I had an incredible time at the BLAXPO event held today at the Toronto Marriott City Centre. It was an amazing experience, and I want to express my gratitude to IGNITE for providing me with the opportunity to attend as a Humber student. The event was exceptionally well put together, and I'm truly thankful for the meaningful connections I was able to make.

Events like #BLAXPO are not only a platform for networking but also a source of inspiration and empowerment. I'm excited about the possibilities that have opened up, and I look forward to the collaborations and opportunities that lie ahead. Thank you to all the organizers and speakers for making this event so enriching.

#Blaxpo #Networking #Ignite #MeaningfulConnections
#BuildyourLegacy



Eberre Beltran · 2nd
Brand and Marketing Manager | 15+
Years of Brand Development and...
2w · 🌐

Reflecting on a weekend of empowerment and connections at #BLAXPO.

It was a privilege and honour to attend this event that connected people of colour in Toronto!

BLAXPO was the event my spirit and soul had yearned for. Being in a room filled with black excellence was nothing short of awe-inspiring. It served as a powerful reminder of the importance of shattering barriers and ceilings to make space for our voices to not only be heard but validated.

Here's to building bigger bridges, breaking more boundaries, and championing inclusion!

Thanking these amazing trailblazing women for making this event memorable!
Nicole Antoine Jully Black Linda Stroude, CPA, CNAP Dori Tunstall Karlyn Percil-Mercieca

#Blackexcellence#representationmatters#Blaxpo#gratitude#BreakingBarriers#transformstivespaces



Danika Baljak · 3rd+
Brand Experience Manager, Mill
Street Brewery & Brickworks Cider...
2w · 🌐

On Saturday, Michelle A. & I were able to attend BLAXPO Conference! The day was filled with a lot of valuable sessions, connections and opportunities for us to enhance the Canadian Porter-Brown ERG at Labatt. After this conference, we're excited to close 2023 & hit 2024 running

#blaxpo2023 #buildyourlegacy



Marie V Zamor · 1st
Creative marketer | Communications | Innovati...
1w · 🌐

A Virtual Journey Through BLAXPO ✨

This past Saturday, I embarked on a remarkable event through the mobile app to join BLAXPO 2023. As I sat in front of my screen, I couldn't help but reminisce about the in-person BLAXPO experience last year that ignited my passion for #unity, #diversity, and #creativity.

As the driven words #buildingmylegacy, I wish to express my profound appreciation to Nicole Antoine, Jayne Mandat and her dedicated team. Despite the challenges posed by the virtual format, you managed to capture the essence of BLAXPO brilliantly.

Nicole, your leadership and vision shine through, and your team's commitment is truly inspiring. This event wouldn't be the same without you all.

I look forward to the day when we can gather in person once again, but until then, I am grateful for the opportunity to connect with the BLAXPO community virtually. Let's continue to support one another, #celebrate diversity, and champion creativity in all its forms.

Four Brown Girls #Blaxpo2023



Gagandeep Singh · 3rd+
QA Engineer
2w · 🌐

🌟 Had an amazing time today at BLAXPO 2023! It was a day filled with inspiration, networking, and empowerment.

🌟 I connected with some incredible professionals, attended insightful workshops, and left with a fresh perspective on advancing both personally and professionally.

A huge shoutout to the organizers, exhibitors, and sponsors for making this event a huge success. 🙌

Let's continue to celebrate and empower Black excellence and diversity in the workplace. 🌟 Looking forward to more opportunities like this in the future! 👥 #BLAXPO2023 #Networking #Empowerment #CareerGrowth



Linda Stroude, CPA, CNAP · 2...
Chief Financial Officer at Starlight
Children's Foundation Canada
2w · 🌐

Representation matters!

For most of my educational and professional career I have generally been "the only one in the class".

Today, blaxpo allowed me to experience something new and beautiful. I had an incredibly special day with my daughter. Giving her exposure to an event I wish existed at the beginning of my career over 30 years ago. An entire conference focused on highlighting Black talent in Canada. Today I was surrounded by an entire venue of people that look just like me.

Today I'm happy to say I was not the only one ❤️

#blaxpo #blackexcellence #womenleadership

the stories

I loved BLAXPO! Being surrounded by professionals that look like you and have similar experiential backgrounds as you is unmatched! The gems shared in every podcast and workshop will forever shape my point of view and will truly advance my work and career!

- Attendee

As a young professional who is transitioning into a new field while also considering entrepreneurship, BLAXPO gave me the affirmation I needed to take the leap and reclaim ownership over my life.

- Attendee

The passion and energy radiating from the panelists as they shared their knowledge and experience with attendees was invigorating. You can tell the organizers of Blaxpo truly believe in the impact they have and love what they do. Toronto desperately needs events like this. I can't wait to attend again next year.

- Attendee

BLAXPO gave me so much more hope that people that look like me can achieve great things — which includes me. As someone who has big dreams, the event relit the fire I had in me to do what I was called to do in this world. This experience gave me permission to dream big and to unapologetically take up space.

- Attendee



legacy building

the people

BLAXPO owes its success to the incredible folks that make up the Four Brown Girls team, our Advisory Council who supported us throughout the whole process, all of our volunteers and our family and friends who selflessly helped us further our mission.



the people

the advisory council

Bernadette Jean
Logistics & Operations

Charlene Knights
Nonprofit Governance & Leadership

Tania Clarke
Strategic Partnerships

Mona-Lisa Prosper
Legal & Regulatory Expertise

Nadine Brown
Marketing, Media & Communication

Francis Amankrah
Technology & Privacy

Katrina Nurse
Outreach Strategy

Tania Clarke
Outreach & Partnerships

Andrea Nicholls
Accounting Audit

Camille Stewart
Customer Experience

the team

Nicole Antoine
CEO & Architect

Ariane Ojo
CFO

Tamraa Greenidge-Straker
Marketing Strategist

Noémi Dibayula
Account Manager

Zaria Nesfield
Outreach and University Liaison Administrator

Nina Chassemi
Event Stylist

Simone Noble
Bookkeeper & Volunteer Director

Jayne Mandat
Executive Director

Faël François
Art Director

Tamara Alleyne
Sales & Partnership Associate

Ségolène Dibayula
Account Manager

Cam Litchmore
Student Outreach Coordinator

Danny Wu
Graphic Designer

Natasha Jack
Operations Manager

the businesses

Na & Co
Strategy & visuals

The Why Not Agency
Social Media

Kwahu & Cayes
Software & Technology

Toutshai Solutions
Tech support

That Good Co.
PR

special thanks

Shanice Rose
Steven Straker
All of our volunteers

blaxpo futures

In the spirit of building legacy, BLAXPO teamed up with Montreal-based non-profit organization, the Cote-des-Neiges Black Community Association (CDNBCA) to support young entrepreneurs through our BLAXPO Futures program. Our one-day camp hosted at EY's offices taught kids 8-11 years old the basics of entrepreneurship, branding and coding.

With the generous support of Timberland, BLAXPO gifted backpacks to 50 children from CDNBCA.

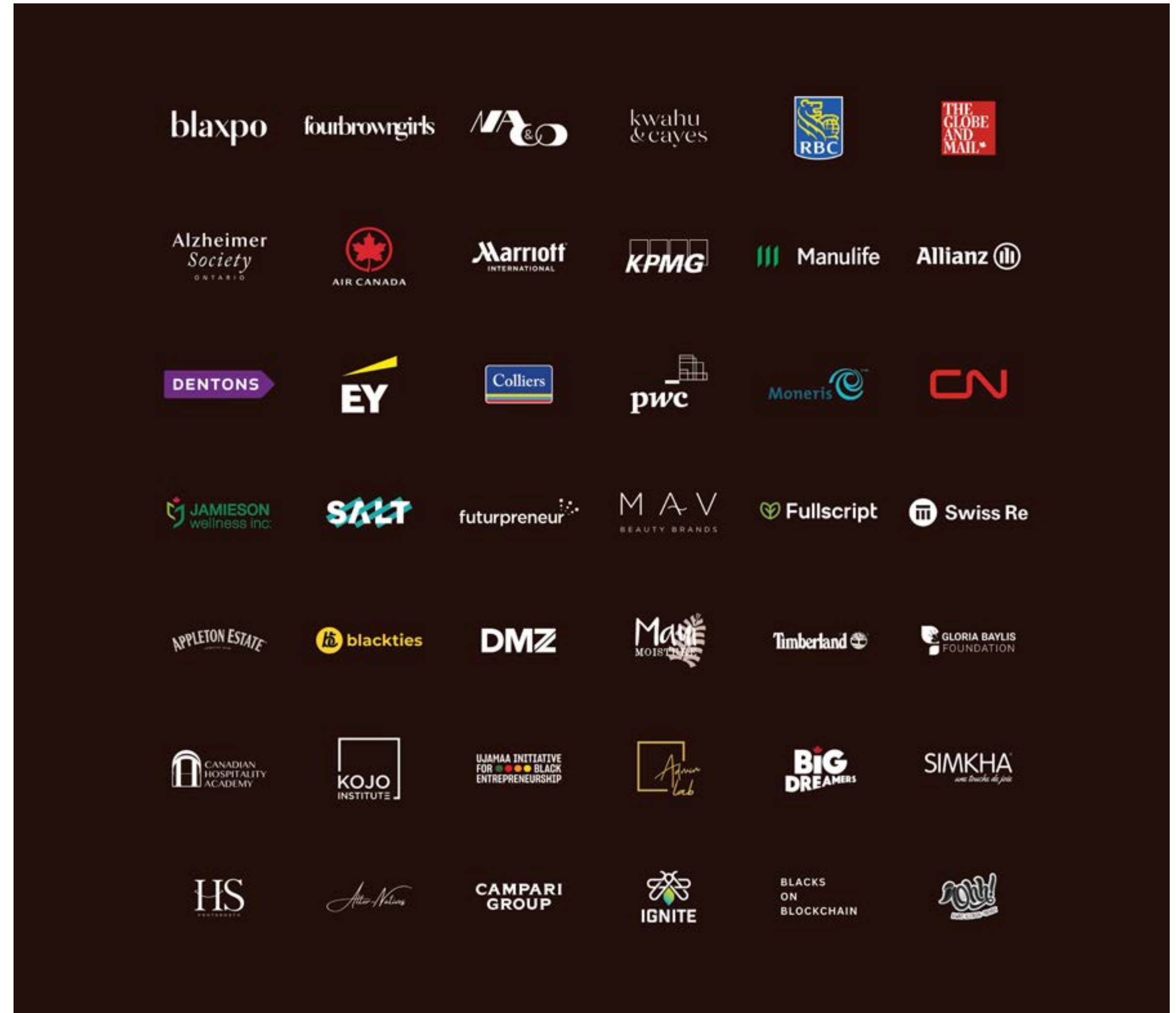
Uplifted by     
    





“
fbg created a space for us.
A space that highlights pure
beauty, sophistication, culture,
swag. A space to let them
know we are the best kept
superpower.”

thank you to our partners for a powerful journey



Refreshments powered by   Red Bull 

the bibliography

blaxpo
recap video

fbg
linkedin

fbg
instagram

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press page

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tiktok

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youtube

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website

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facebook

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instagram



fourbrowngirls

