

THE CONVERSATION

STRATEGIC COMMUNICATIONS,
MARKETING & MEDIA RELATIONS PLAN

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Planning note: Venue, event date, celebrity guest, media placements, sponsors, and paid advertising commitments remain subject to confirmation. This document outlines proposed strategies rather than secured arrangements.

1. Communications Objectives

- Establish The Conversation as a recognizable cultural event and enduring storytelling platform.
- Build awareness across the Washington, DC metropolitan area and aligned online audiences.
- Drive ticket purchases through coordinated organic, earned, shared, and paid media.
- Use Breya's network and a confirmed celebrity guest's contracted promotional participation to expand reach.
- Provide measurable audience and promotional value to prospective partners.

2. Priority Audiences

Primary: DMV adults interested in Black culture, entertainment, identity, womanhood, healing, storytelling, and personal growth.

Secondary: Fans of the eventual celebrity guest, podcast listeners, readers, local creatives, students, professional associations, and culturally engaged communities.

Institutional: Potential corporate sponsors, community organizations, media outlets, universities, and brand partners.

3. Brand Positioning & Messaging

Core promise: An intimate live conversation that connects personal stories with collective reflection and meaningful community dialogue.

- Emphasize authentic storytelling, thoughtful discussion, and audience participation.
- Position Breya as the creator and host, supported by her experience as an actress, author, and communications strategist.
- Describe the celebrity guest as forthcoming until formally contracted and approved for announcement.
- Use consistent event branding across website, Instagram, ticketing, press materials, and partner assets.

4. Channel Strategy

Channel	Planned activation
Breya's channels	Organic video invitations, behind the scenes updates, countdowns, direct outreach, and selected paid boosts.

Celebrity guest	Contracted promotional posts and approved paid amplification through permitted platform tools.
Dedicated event Instagram	Permanent brand home for announcements, highlights, community content, and future editions.
Personal and professional networks	Personal invitations, referral outreach, alumni and creative connections.
Radio	Pursue WKYS 93.9 through existing relationships; pitch Magic 102.3, WPGC 95.5, and additional DMV stations.
Local television and news	Pitch interview segments, community calendars, entertainment features, and cultural coverage.
Paid social	Targeted Meta and TikTok campaigns with retargeting and creative testing.
Video and streaming	Explore YouTube and Paramount advertising after confirming availability, targeting, pricing, and minimum spend.
Podcasts	Seek aligned host interviews, episode mentions, and cross promotion.
Community and partners	Book clubs, universities, arts groups, women's organizations, sponsor channels, and local creators.
Giveaways	Run compliant ticket promotions with clear eligibility, entry rules, and disclosure requirements.
Email	Capture opt in subscribers and send announcements, reminders, and postevent content.

5. Celebrity Guest Promotional Integration

The celebrity guest agreement should specify the number and format of promotional assets, required posting windows, account handles, approved copy and visuals, minimum live duration of temporary posts, review and approval processes, and any rescheduling obligations.

Separately negotiate paid usage rights: permission to run approved creative as partnership advertisements or other platform supported placements, applicable account permissions, paid usage duration, geographic targeting, spending responsibilities, and any additional compensation. Organic posting rights do not automatically include advertising rights.

6. Campaign Phases

Phase	Focus	Primary outputs
1. Foundation	Before public announcement	Event Instagram, creative system, landing page, mailing list, media list, tracking links, outreach materials.
2. Launch	Once date, venue, guest, and ticketing are cleared	Announcement video, ticket launch, guest coordinated posts, initial direct outreach.
3. Amplification	Following launch	Media pitches, radio and podcast outreach, targeted ads, community collaborations.
4. Conversion	Final weeks before event	Retargeting, countdowns, approved guest reminders, giveaways, sales reporting.
5. Continuity	Event day and afterward	Press and content capture, sponsor acknowledgments, recap video, feedback, future edition interest.

7. Paid Advertising Framework

The following is an illustrative allocation of the initial digital advertising pool, not an approved budget. Spend should be released in stages based on measurable results.

Placement	Illustrative share
Meta: Instagram and Facebook	45%
TikTok	20%
YouTube	15%

Guest content amplification	15%
Experimental placements	5%

Evaluate Paramount and other streaming placements separately after obtaining quotes. Reallocate spending toward channels producing qualified site traffic and ticket conversions. Establish a spending ceiling and creative approval process before launch.

8. Media Relations & Publicity Calendar

Timing is relative to event day (E). Assign dates once the event is confirmed. Proposed contacts and placements are outreach targets, not commitments.

Window	Media relations and publicity activity	Proposed owner	Milestone / deliverable
E minus 12 to 10 weeks	Build targeted press list; prepare press release, event fact sheet, guest bio after approval, pitch angles, approved images, spokesperson notes.	Breya / publicity support	Press kit and contact tracker ready.
E minus 10 to 8 weeks	Send first tailored pitches to local TV, culture desks, radio producers, event calendars, and podcast hosts. Approach WKYS relationship first; pursue Magic 102.3 and WPGC 95.5.	Breya / media relations lead	Initial pitches and follow up dates logged.
E minus 8 to 6 weeks	Pitch guest reveal and event significance; book interviews; contact universities, community organizations, book clubs, and local	Media relations / community lead	Interview and partner outreach pipeline.

	creators.		
E minus 6 to 4 weeks	Conduct interviews; publish guest approved clips; submit calendar listings; launch or refine paid social; coordinate sponsor amplification.	Breya / guest team / digital lead	Coverage links, creative approvals, campaign report.
E minus 4 to 2 weeks	Second wave of localized pitches and reminders; podcast placements; community promotion; giveaway launch subject to rules.	Media relations / digital lead	Confirmed appearances and updated sales attribution.
E minus 14 to 3 days	Final interview availability, event advisories, countdown creative, media attendance confirmations, guest promotional reminders.	Publicity lead / guest liaison	Media RSVP list and final content schedule.
E minus 2 days to event	Send logistics to media, confirm approved photo/video access, manage press check in, capture event assets.	Event communications / production	Press attendance and content capture log.
E plus 1 to 14 days	Distribute approved photos and recap, thank media and partners, share coverage, gather testimonials and audience feedback.	Breya / digital lead	Coverage report and partner recap.
E plus 15 to 30 days	Analyze channel performance; build	Breya / communications	Postevent communications

subscriber retention plan; collect interest for next edition.	lead	report.
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9. Publicity Pitch Angles

- Culture and conversation: A DMV live event creating space for identity, healing, and personal storytelling.
- Creator profile: Brea M. Browner brings acting, authorship, and strategic communications into one live experience.
- Book to stage: Themes from I Am NOT Who You Think I Am move into an interactive audience conversation.
- Community relevance: An event that invites reflection and connection across generations and lived experiences.
- Celebrity participation: Develop an interview angle only after the guest is confirmed and publicity rights are approved.

10. Roles & Approval Workflow

Function	Proposed responsibility
Executive lead / spokesperson	Brea: messaging, media interviews, final creative and spending approval.
Media relations	Press list, pitches, follow ups, bookings, press coordination; may be Brea or hired support.
Digital marketing	Editorial calendar, paid ad setup, reporting, audience engagement.
Celebrity guest liaison	Guest approvals, contracted post tracking, advertising permission coordination.
Community outreach	Organizations, campus networks, creators, partner referrals.
Production / event communications	Onsite press logistics, signage, photo/video capture, recap deliverables.

Approval rule: Public claims about the venue, guest, sponsors, schedule, and benefits must be confirmed before publication. Guest images, names, and paid promotions require the applicable written approvals.

11. Content Calendar & Assets

- Launch: event announcement, host invitation video, event overview graphics, ticket link.
- Education: short clips on identity, healing, and storytelling; behind the scenes preparation.
- Social proof: approved guest content, community partner posts, media appearances, audience interest.
- Conversion: countdowns, FAQ posts, ticket reminders, event logistics, giveaway creative.
- After event: photo carousel, highlight reel, partner thank you posts, testimonials, next conversation sign up.

12. Measurement & Reporting

Goal	Measures
Awareness	Reach, impressions, video views, media mentions, earned coverage.
Engagement	Shares, comments, saves, profile visits, newsletter sign ups.
Ticketing	Sales, source attributed conversions, conversion rate, ticket revenue.
Paid efficiency	Spend, click through rate, cost per landing page visit, cost per purchase, return on ad spend.
Media relations	Pitches sent, responses, interviews booked, placements published.
Partner value	Agreed deliverables fulfilled, branded reach, referral traffic, partner content results.
Long term brand	Event account growth, returning subscribers, postevent engagement, future event interest.

Use unique UTM links, source codes, or platform referral tracking for Brea's channels, guest posts, individual media appearances, sponsors, influencers, and paid campaigns where feasible. Do not add reach figures from different platforms as if they represent unique people.

13. Giveaway & Compliance Considerations

Use official rules identifying sponsor, eligibility, entry period, prize, winner selection, and applicable disclosures. Review platform requirements before making follows, shares, tags, or reposts conditions of entry. Ensure giveaway language does not imply sponsorship by a social platform.

14. Long Term Brand Development

The Conversation should operate as a repeatable editorial and live event brand rather than a single event campaign. Maintain the event Instagram account and opt in email audience between editions with clips, reflections, guest conversations, community prompts, and updates. Document campaign outcomes to improve future media outreach and support future sponsor proposals.

15. Decisions to Finalize

- Confirmed venue, event date, capacity, and ticketing platform.
- Guest selection, executed agreement, publicity approvals, and promotional schedule.
- Advertising budget ceiling, testing budget, and creative production resources.
- Media relations staffing and owner assignments.
- Press release approval date and interview availability.
- Giveaway rules, prizes, and operational responsibility.
- Final performance targets and reporting cadence.