

2023

BLACK DIAMOND

Weekend

DIAMOND UNIVERSITY

CONFERENCE GUIDE

WELCOME TO BLACK DIAMOND WEEKEND

Let Us Show You How To
Do BDW Like A Pro!





1
GETTING AROUND

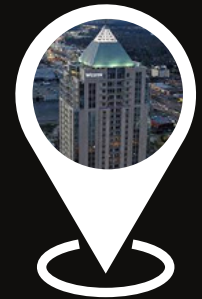
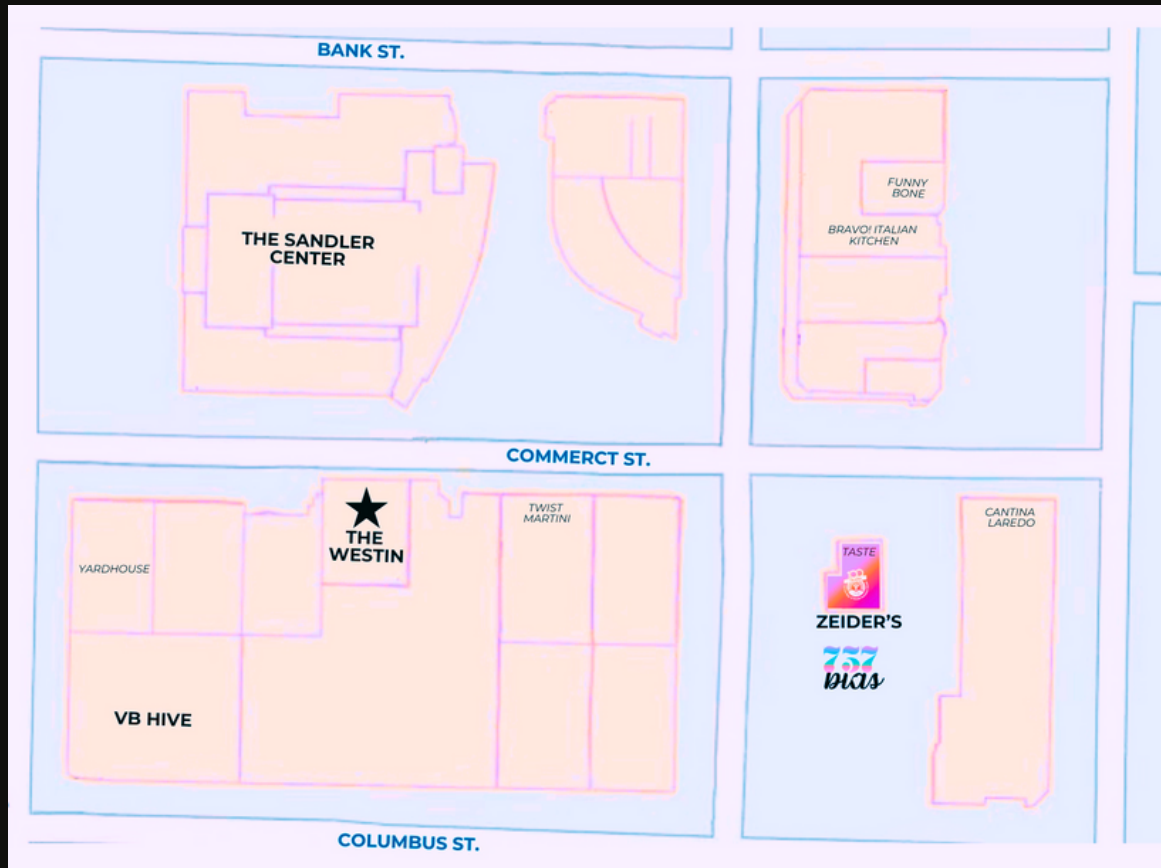
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BLACK DIAMOND

Weekend

WELCOME TO OUR CAMPUS!

With Virginia Beach Town Center As Our Backdrop



BDW 2023 VENUES

- The Westin: Virginia Beach Town Center**
4535 Commerce St. Virginia Beach, VA 23462
- The Sandler Center**
201 Market St UNIT 204, Virginia Beach, VA 23462
- Zeiders American Dream Theater**
4509 Commerce St, Virginia Beach, VA 23462
- The Hive: VB Business resource center**
140 Independence Blvd, Virginia Beach, VA 23462

REGISTRATION

- The Westin: Virginia Beach Town Center**
 - Ultimate VIP and University Life Pass holders
 - Diamonds In The Sky ticket holders
 - The Black Diamond Affair ticket holders
- Zeiders American Dream Theater**
 - 757 Bias Pass holders (Saturday Only)
 - Pitch Black ticket holders (Saturday Only)
- The Sandler Center**
 - 757 Bias Pass Holders (Thursday-Friday)
 - Opportunity Fair Ticket Holders

EXPLORE

Parking

The great news? Town Center has plenty of free parking options. The Westin Parking Garage (Block 7 Garage) is the most convenient parking option for BDW.

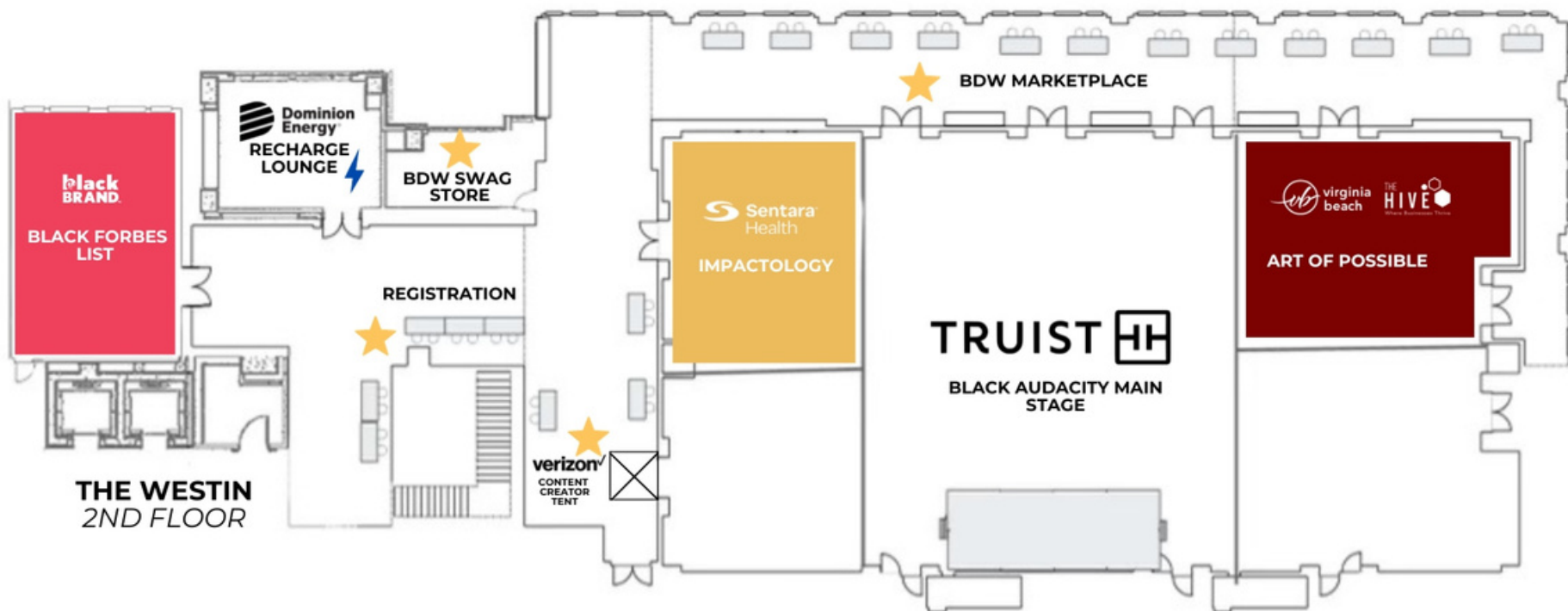
Black-Owned Businesses

Cinnaholic
209 Central Park Ave, Virginia Beach, VA 23462











Rocket Title
4573 Bank St, Virginia Beach, VA 23462

WELCOME TO OUR CAMPUS!

The Westin: Virginia Beach is BDW's Headquarters!



Conference Key:

-  Zeiders
-  Truist: Main Stage
-  Black Forbes List
-  Impactology
-  Commerce St.
-  Art of Possible
-  The Sandler Center
-  VB Hive
-  Ultimate VIP Only
-  Free Pass/Ticket



PLANNING YOUR WEEKEND



LET'S GET YOU REGISTERED FOR CEU'S!

Earn Continuing Education Units for every session you Attend!

Tidewater Community College is proud to offer Continuing Education Units (smaller than credits, but can be accumulated to add up to credits) for every Diamond University session you attend. You will be awarded an electronic certificate 4-5 weeks after our conference has concluded. But first.....Let's create your profile!

1

GO TO SITE!

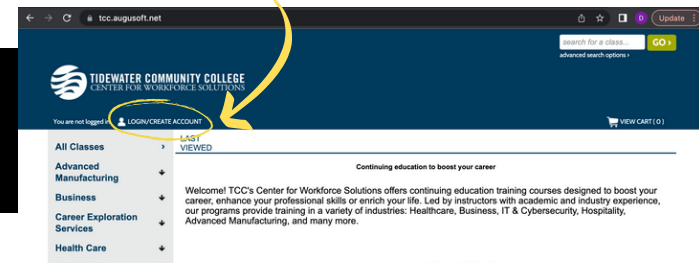
Let's start by going to <https://tcc.augusoft.net/>

TAKE ME THERE!

2

CLICK LOGIN

Click "Login/Create Account"



3

CREATE PROFILE

Click "CREATE NEW PROFILE"

The 'Sign In' form contains the following elements:
 - Title: Sign In
 - Instruction: Use your username and password to sign in here. Please note that the password is case sensitive.
 - Username field with a 'Forgot your username?' link.
 - Password field with a 'Forgot your password?' link.
 - Sign In button.

New Students

Click [Create New Profile](#) to create your own username, password and profile.

Create New Profile

4

CHOOSE US!

From the pull down, select "Black BRAND" as the company.

Company

Yes No

** Add Company **

If your company is not available in the list, select ** Add Company ** and you will be prompted to add your company's information after submitting this form.

Continue>>

Cancel

SAVE YOUR SEAT!

Let's register for sessions!

Our conference happens November 2-4, 2023. Workshops and activations are happening during the day and our social events are scheduled for the evenings. To maximize your time, make sure you receive credit for your CEU's, and guarantee you have a seat at your favorite sessions, you'll want to lock in your schedule.

GETTING STARTED

The easiest way to get started is to check your inbox (the email address you used to register for the conference) and locate a communication from Pheedloop. In most cases, your login will appear at the bottom of those emails.

DOWNLOAD BLACK DIAMOND WEEKEND APP!

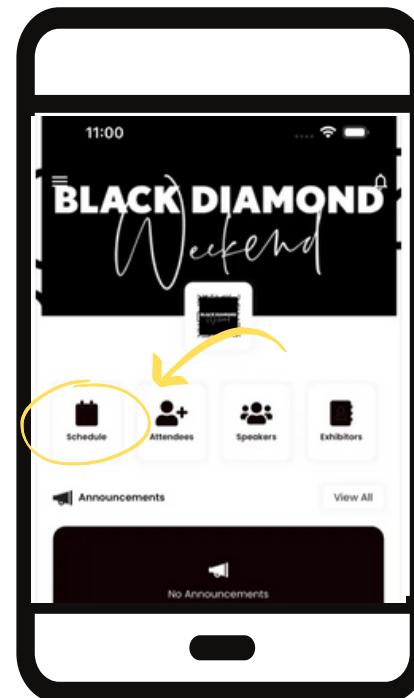
We highly recommend downloading the Black Diamond Weekend app in order to set up your profile, find course descriptions, learn about the professors, register for sessions, see who else is attending your chosen sessions; and perhaps the most important, have access to your customized schedule without having to toggle back and forth on the site.

NOTE: All important conference communication will happen through our conference app. It is also important to note that the only way to receive credit for your CEU's will be to check in through the app for all of your courses.

Black Diamond Weekend 2023



Type "Black Diamond Weekend 2023" into the search bar of your app OR click on the icons below to download the app!



**GET YOUR
CUSTOMIZED
SCHEDULE IN YOUR
HANDS!**

MORNING SESSIONS

MORNING KICKOFF:

7:30AM-9:00AM | REGISTRATION

9:00 AM-10:30 AM

OPENING PLENARY (Truist Main Stage)

- **Doing Business in Hampton Roads**
(ft Hampton Roads Workforce Council, Something In The Water, City of Virginia Beach, City of Norfolk, City of Newport News)
- **Opening Keynote with King Ashley Ann**

MORNING SESSIONS:

11:00AM-12:30 PM

- Franchising To Scale Your Company
- Corporate Relations
- ^{free} ● Scale Your Business with Offshore Wind
- FISH Skills: Part I Facilitation
- Black Tech Roundtable
- **Content Creators NonAnonymous**

AFTERNOON SESSIONS

AFTERNOON SESSIONS:

1:30 PM-3:00 PM

- Virginia Star Athletes
- **Speed Networking & Rolodex Builder**
- ^{free} ● **What's In A Laugh?**
- FISH Skills: Part II Interviewing
- **Best Types of Leadership In an Increasingly Diverse Climate**

LATE AFTERNOON SESSIONS:

3:30 PM-5:00 PM

- Fix & Flip Vs. Buy & Hold
- Nonprofit Resource Panel
- ^{free} ● HRBT Expansion: Let's Bridge The Gap
- ^{free} ● Incorporating Automation Into Your Sales Process
- **Common Sense Self Defense**
- **Business & Manifestation**

DIAMONDS IN THE SKY TOTAL BLACK OUT PARTY



7:00 PM-10:00 PM @ The Westin

Ultimate VIP, University Life, DITS Ticket Holders

Join us in the Truist, Black Audacity Room to kick off BDW with our signature Diamonds In The Sky Party: Total Black out featuring UCB.

MORNING SESSIONS

MORNING KICKOFF:

7:30AM-9:00AM | REGISTRATION

MORNING SESSIONS:

9:30AM-10:30 AM

- Commercial Real Estate: Preparing for Syndication
- Bylaws: Do's & Don'ts
- free* ● **Opportunity Fair & Corporate Matchmaking**
- FISH Skills: Part III Sales & Social Media
- **Cooking With AI**

AFTERNOON SESSIONS

AFTERNOON SESSIONS:

11:00 AM-12:30 PM

- Pathways to Wealth in the Cannabis Industry
- Partnerships & Best Practices for MOU's
- free* ● **Opportunity Fair & Corporate Matchmaking**
- FISH Skills: Part IV Hospitality
- How to Invest in a Start Up

LATE AFTERNOON SESSIONS:

1:30 PM-3:00 PM

- International Real Estate & Business Development
- Transformative Partnerships
- free* ● **Opportunity Fair & Corporate Matchmaking**
- How to Build & Run a Fully Financially Transparent Company
- **Mental Health Oasis**

BDA RECEPTION & SILENT AUCTION

6:00 PM-7:00 PM @ The Westin



Black Diamond Affair Ticket holders only
Celebrity Meet & Greet, Networking, Cocktails and more for the perfect kick off to the Awards dinner & Gala.

THE BLACK DIAMOND AFFAIR

7:00 PM-10:30 PM @ The Westin



Black Diamond Affair Ticket holders only
Black BRAND's 8th annual gala and celebration of black community leaders featuring the CEO Roundtable and The Fuzz Band.

THE WALL STREET TRAP BRUNCH



10:00 AM-12:00 PM @ The Sandler Center

Ultimate VIP Pass ONLY

Join us for an exclusive brunch featuring a masterclass on building wealth like the wealthy with Wall Street Trapper, the sounds of trap violin, and a delicious spread.

MORNING SESSIONS

MORNING SESSIONS:

9:00AM-10:30 AM

- Vehicles to Build Personal Wealth
- Merge: How two nonprofits becoming one may be better for the community.
- fee ● **Black Veterans In Entrepreneurship**
 - Getting To The Money: Building A Bankable Business
 - Women In Technology: Driving Innovation & Impact

AFTERNOON SESSIONS

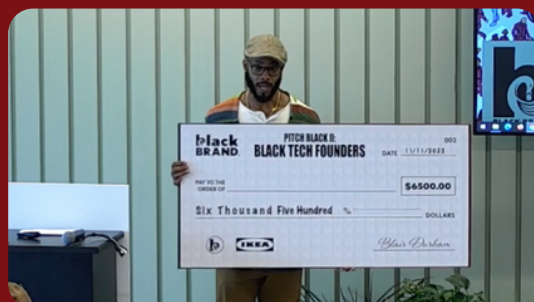
AFTERNOON SESSIONS:

11:00 AM-12:30 PM

- Preparing To Buy The second Property: HELOC, Cash out REFI, & More!
- Strategic Fundraising
- fee ● **Affirmative Action Town Hall**
 - Cybersecurity & Data Privacy for Business
 - Commercial Leasing

PITCH BLACK^{fee}

1:00 PM-2:30 PM @ Zeiders



Join us to glean from and cheer on the best of the best as black business owners in the healthcare industry compete to win a \$2500 grant!

BDW PEP RALLY

3:00 PM-4:00 PM @ Zeiders



Raise a toast at our Closing Party, get your 2023 BDW Yearbooks signed, network, celebrate and have some fun- Pep Rally style!



BLACK TIE Required

Gowns, Tuxedos, and Dinner Suits

BDW Event: The Black Diamond Affair



Optional **BUSINESS CASUAL**

Business attire coupled with relaxed elements: blazers, slacks, jeans, cocktail dresses, and professional accessories.

BDW Events: Opportunity Fair, Headshots in Content Creator Tent, Diamond University (workshops)



CASUAL + COLLEGE CHIC

Relaxed clothing: jeans, t-shirts, sweaters, and hoodies, plus your college alma mater!

BDW Event: Diamond University



TOTAL BLACK OUT INSPIRATION

All black everything! Bonus points for black accessories.

BDW Event: Diamonds In The Sky Party

[CLICK FOR MORE INSPIRATION](#)

BRUNCH INSPIRATION

Dress up or down. The idea behind brunch is that you show up in a way that makes you feel your best- call it swaggy!

BDW Event: The Wall Street Trap Brunch

[CLICK FOR MORE INSPIRATION](#)



You

Will food be served?

BDW Concierge

Lunch will be served on Thursday and Friday from 12:30-1:30 PM. There are also special activations and social events that serve food as well!

You

Will alcohol be served?

BDW Concierge

Wine/cocktails will be available during The Black Diamond Affair. Drink tickets will be available for our signature Diamonds In The Sky party, and a toast will be given at the BDW pep rally.

You

How many workshops must I attend to qualify for the CEU's?

BDW Concierge

Make sure to self-check in through the app to gain Continuing Education Units for each course you take. The units are cumulative. The more you take, the more add up to credits. You will be awarded units for each course you take. There is no minimum :)

You

When will we be awarded our CEU's?

BDW Concierge

Tidewater Community College will award your CEU's 4-5 weeks after the conclusion of BDW. Make sure you're registered through their site in order to ensure seamless delivery.

You

Can I attend two sessions that run at the same time?

BDW Concierge

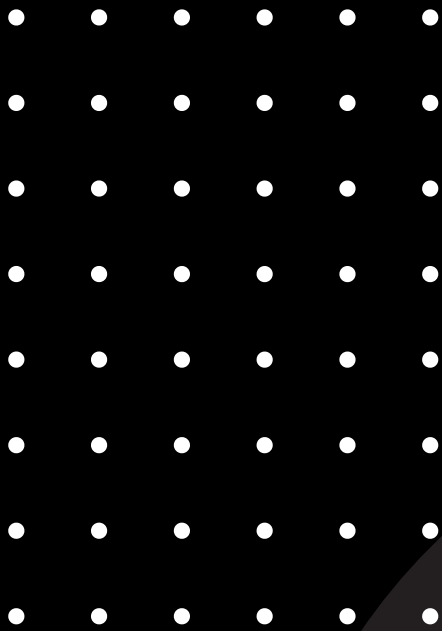
Because seating is limited, we encourage you to attend the session that you really want to see in person, and catch the other session once the replays are released. In cases involving The Opportunity Fair and Corporate Matchmaking, with a VIP or University Life pass, you may show up when you're ready!

You

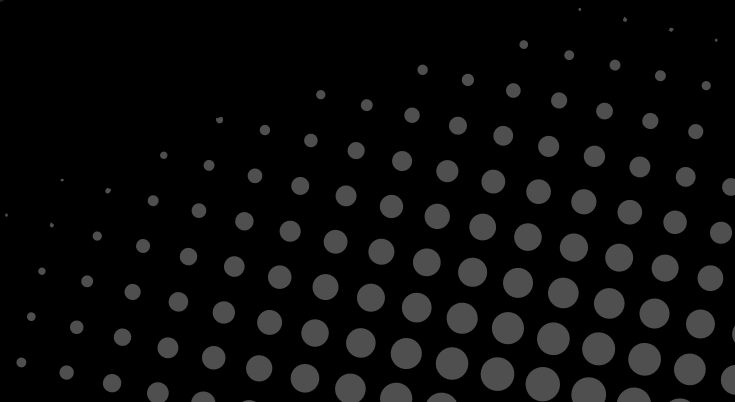
When will replays become available?

BDW Concierge

In consideration of the upcoming holidays, replays for BDW will be available before the end of the year.



PRO TIPS



GET YOUR BDW SWAG!



White Black Audacity Tee



Black Audacity Hoodie



757 Bias Tee



Black Audacity Stemless
Wine Glass Set (2)



Black BRAND CEU
Certificate Holder + Stole



Classic BDW long-sleeve
Tee



Shop Small. Shop Black.
Shop Local Reusable
Shopping Bag

BLACK AUDACITY BUNDLE

- White Black Audacity Tee
- Black Audacity Hoodie
- Black Audacity Stemless Wine Glass Set (2)

\$97

UNIVERSITY LIFE BUNDLE

- Classic BDW long-sleeve Tee
- Black BRAND CEU Certificate holder
- Black BRAND Stole

\$45

757 BIAS BUNDLE

- Limited-Run 757 Bias Tee
- Shop Small. Shop Black. Shop local Reusable Shopping bag.

\$40

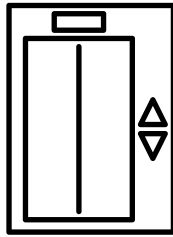


BOOK YOUR STAY!

Consider staying at the Westin this year! There are so many amazing activations that you may want to consider an outfit change for, or you may want to sneak in some extra networking. Staying at the hotel allows you to spend more time getting to know your fellow attendees and navigate the conference with ease.

CARRY EXTRA BUSINESS CARDS

You'll want your new connections to be able to follow up with you! Make sure to bring along some business cards or an alternative method of getting your contact information into their hands.



PLAN YOUR 30 SECOND ELEVATOR PITCH

In other words, when someone comes up and says, "Oh hello there (your name)! Nice to meet you! So tell me more about your company", or "What do you do?" You want to be able to explain the problem that you solve in less than 30 seconds.

PACK YOUR CHARGERS!

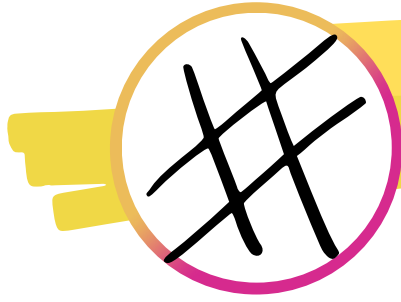
You'll want to have access to your phone each day in order to use the BDW app! Consider charging your devices the night before to maximize your juice. BUT, no worries if your battery starts to run low, you can stop by the Dominion Energy Recharge Lounge to fill up! Just remember to pack your chargers.



COMFORTABLE SHOES!

When attending Diamond University workshops, you may want to hop between tracks, which may mean changing locations (in some instances). Bring along a pair of comfortable shoes to make the transitions easier.



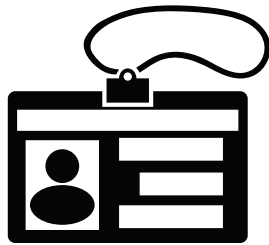
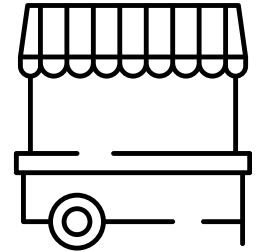


#BDW2023 #BLACKDIAMONDWEEKEND

Post your photos on social, live stream your favorite content, and use the conference hashtags so we can find it! #BDW2023 and/or #BlackDiamondWeekend.

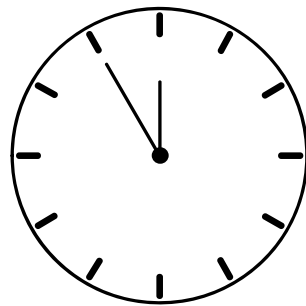
SUPPORT BLACK-OWNED BUSINESSES

We'll have phenomenal business owners vending on November 2nd and 3rd. Let's plan to show them some love!



BRING YOUR BADGE EVERYWHERE!

Your conference badge grants you admission to all of your sessions and social events. Keep it in a safe place to ensure it doesn't get lost.

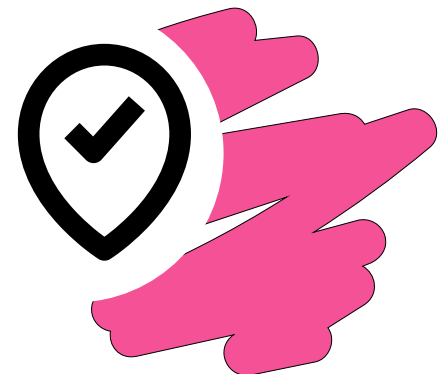


CHECK SESSION TIMES CLOSELY

Our app lists session times and locations. You'll want to plan your schedule to make sure you have enough time to travel between venues if needed. Plan to arrive at your sessions as early as possible to ensure that you don't miss a thing!

SELF-CHECK IN

In order to receive credit for your CEU's, you will need to self-check in to every session you attend. Once inside of the class, you may check in through the BDW app!





FOLLOW UP WITH YOUR NEW CONNECTIONS

Make the most of all your new connections by following up with everyone. Make plans to collaborate and do epic things!

TELL EVERYONE ABOUT YOUR EXPERIENCE!

We love testimonials! Help us spread the word about Black Diamond Weekend by sharing all of your photos on Social Media and using our conference hashtags: #BDW2023 and/or BlackDiamondWeekend.



PLAN TO ATTEND NEXT YEAR!

Black Diamond Weekend gets bigger and better every single year as we work to deliver tremendous value to business owners and leaders. Come back and join us next year!

NEED HELP?

Still have questions? Send us an email or give us a call.

 757.288.7400

 bdw@blackbrand.biz