

Amazon

PAST PERFORMANCE



COCO B. Productions

COCO B. Productions was pleased to produce Amazon's first-ever leadership Summit, SHINE: Bringing Greatness Into Light, dedicated to the cultivation and nurturing of its Black women senior leaders. Led by Mariko Bennett, COCO B. Production's Founder and CEO, the team supported Amazon's SHINE Steering Committee to crystalize its vision surrounding the Summit and then carefully curated the branding, Marcom strategy, swag, logistics, and event timelines, agenda, and plan; as well as oversaw the procurement of vendors, speakers, talent, and entertainment that included **Usher, Lucky Daye, and DJ Beverly Bond**.



Curated The Inaugural SHINE Summit



Secured #AmazonSHINE2022 As Trending News On LinkedIn



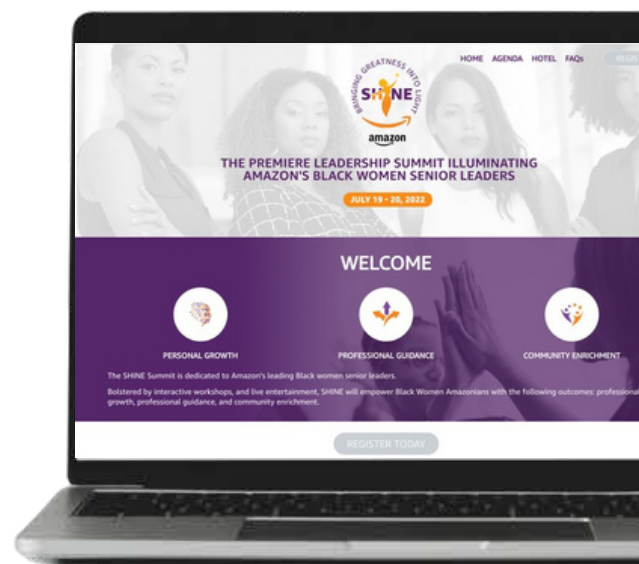
Garnered 844K Impressions For Amazon's Top Executive's Personal LinkedIn Profiles



Facilitated A "Life-Changing" Experience For 350 Black Women Senior Leaders



Established The Blueprint For Amazon's Future DEI Focused Summits



SHINE served as a catalyst to not only signify a moment but a **movement** toward improving Amazon's internal culture and commitment to DEI. The Summit served to showcase Amazon's dedication to the growth and development of its Black women senior leaders beyond this one Summit, as it will continue to illuminate other minority groups by calling each to bring their greatness into light.



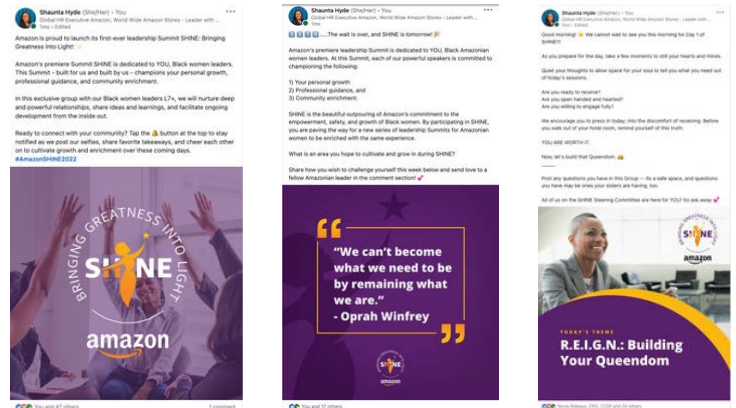
Multimedia Production



Event Branding



PR & Social Media



844,250+ Impressions

5250+ Reactions
300+ Comments

Speakers & Talent Acquisition





Final Logistics

With your Summit registration, your hotel room may have been secured at the Hyatt Regency Seattle. See hotel details and COVID-19 protocols [here](#).

Over recent months, flights and gas prices have been unpredictable; we recommend finalizing travel plans and purchasing any necessary tickets or reservations, ASAP.

Your business is responsible for airfare and hotel room costs. Please be sure to bring your corporate card with you and submit your expenses via Concur.

To avoid Amazon incurring a hotel penalty, there are no cancellations with less than 48-hour notice.

What to Wear

Sunny skies are predicted in July with highs in the low 80s and lows in the mid-50s. Be mindful of chilly conference rooms; light jackets and sweaters are recommended.

Wear comfortable shoes! There is nothing worse than giving your new heels a try on Summit day.

Tuesday, July 19, 2022, presents a gala featuring musical entertainment. This is the night to dress to impress.

Wednesday, July 20, 2022, hosts a Speaker Ball at the Museum of Pop Culture ([Shed](#)). Cocktail attire and your favorite sneakers are recommended.



Swag & Social

Per previous email instructions, you should now be registered to receive your swag gift to the preferred address in anticipation of the Summit. A few things to note:

- Take a video of unboxing the swag gift - we want to see your reactions on social media!
- Use **#AmazonSHINE2022** on your posts and find other women attending the Summit. Who knows, maybe a fellow Amazonian will be attending from your city!
- While we do not want to give away any surprises, we highly recommend wearing the clothing in your swag box in your reply to the Summit.
- If you see a fellow Amazonian wearing her swag during your travels, snap a selfie - we want to see you bringing your greatness into light!

The deadline for swag gift submission was June 18. If you missed the deadline, unfortunately we are unable to ship in advance. However, we will have a limited quantity available on a first come, first serve basis at the Summit.

Purses With A Purpose

During the Summit, the Steering Committee will host a Purse Party as a community impact initiative. Together, we will pack purses with hygiene items and necessities and write cards of encouragement, giving from all that we will receive during the Summit.

Our partners at **Mary's Place** and the **YMCA** have communicated how much this will be appreciated, so we thank you in advance for joining us in serving Seattle's local community of women!



If you have any questions, please contact a local one of our team members who will be in touch with you within 1-2 business days.

We look forward with great anticipation to seeing you at the Summit!

Warmly,
The **SHINE** Steering Committee



Dear **SHINE Summit attendees,**

Amazon is thrilled you will be joining us at **SHINE: Bringing Greatness Into Light**. We are confident you will emerge feeling empowered to illuminate your unique strengths as a leader and Amazonian.

Below outlines what you need to know before you go - save this note so it can be easily accessible leading up to the Summit.



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