



CANNABIS INSIGHTS

MICHIGAN EVENT SUMMARY

THURSDAY
JUNE 17, 2021

NEXT
EVENT:
OCT. 7

183 REGISTRANTS

www.mlivemediagroup.com/cannabis-june2021

SURVEY FEEDBACK

AVG. SCORE
OUT OF 10

Overall event satisfaction

9

Satisfaction with the quality, knowledge, and diversity of industry experts

10

Would you be interested in future events focused on this industry or topic?

YES
100%
RESPONSE

PROMOTIONAL CAMPAIGN WITH SPONSOR LOGO INTEGRATION

DIGITAL CAMPAIGN

MLive.com



7 high-impact positions on mlive.com

- Newsletter inclusions
- Digital multi-size campaign

2,322,113 impressions served

1,701 clicks

PRINT CAMPAIGN

Published in all 8 papers

3 full-page ads

2 half-page ads

943,000 audience reach/publication date



SOCIAL MEDIA

MLive Media Group channels

28+ social posts

6,963 impressions



EMAIL

8 emails to MLive Media Group database

22K+ recipients

22.9% avg. open rate



VIRTUAL GIFT BAG

Email to MLive Media Group database

57.3% open rate



SPEAKERS

2 featured speakers



JESSICA GOLICH

Cannabis Influencer and Entrepreneur



ROBIN SCHNEIDER

Executive Director of the Michigan Cannabis Industry Association

9 cannabis experts



JESS JACKSON, MBA, M.ED
International award-winning diversity peer educator



ANQUETTE "Q" SARFOH
Founder of Culture, a line of CBD and cannabis-infused products



SHAUN MANSOUR
Founder and managing partner of Shaun A. Mansour, PLLC.



FAY POWELL
Director of Education and Training for Unity Rd. and Item 9 Labs



AMANDA KUGLER
Licensed insurance agent who has operated an agency since 2009



CHARLENE RAIKANY, CPA
Owner of the boutique CPA firm, Booked and Balanced



LEV SPIVAK-BIRNDORF, PHD
Chief Science Officer at PSI Labs



NASH BEAUREGARD
Retail/Wholesale Account Exec at KAI



RYAN BASORE
Founder/CEO of Redemption Cannabis

8 partnering sponsors