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BETTER NOT BITTER SUMMIT 2024

# IMPACT REPORT



By

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# BETTER NOT BITTER SOCIETY



# BNB24 IMPACT REPORT

## Executive Summary

The Better Not Bitter Summit 2024 was a groundbreaking event that brought together thought leaders, change makers, and advocates for resilience and transformation. The summit served as a platform for dynamic discussions, meaningful networking, and actionable insights aimed at fostering personal and professional growth. This report highlights the summit's key outcomes, impact, and future directions.

## Event Overview

- **Date:** November 21st, 2024
- **Location:** SFU's Beedie School of Business, (The Segal Graduate School of Business) 500 Granville Street in downtown Vancouver, BC, Canada, V6C 1W6
- **Theme:** Overcoming Adversity Through Empowerment



- **Attendees:** 250+ participants, including industry leaders, entrepreneurs, professionals, and community advocates
- **Speakers:** 20+ influential thought leaders, including keynote speakers, ForbesBLK Partnership, panelists, and Emcees.
- **Sessions:** 5+ keynote addresses, 2 panel discussions and networking opportunity



## KEY HIGHLIGHTS

### 1. Inspiring Keynotes:

- Featured renowned speakers sharing powerful personal journeys and insights on resilience. Including Forbes joining in from New York.

### 2. Engaging Panel Discussions:

- Panel 1 Topic: From Setbacks to Success: Turning Life's Challenges into Opportunities for Growth  
Meaningful dialogues on overcoming systemic barriers and thriving beyond adversity.
- Panel 2 Topic: Thriving Through Adversity: Harnessing Strength in Life's Toughest Moments

### 3. Interactive Vendors:

- Vendors displayed their services and provided on-the-spot support to attendees.
- Offered a diverse range of resources, from wellness support to business development tools.

### 4. Launch of the Ally Buddy Program:

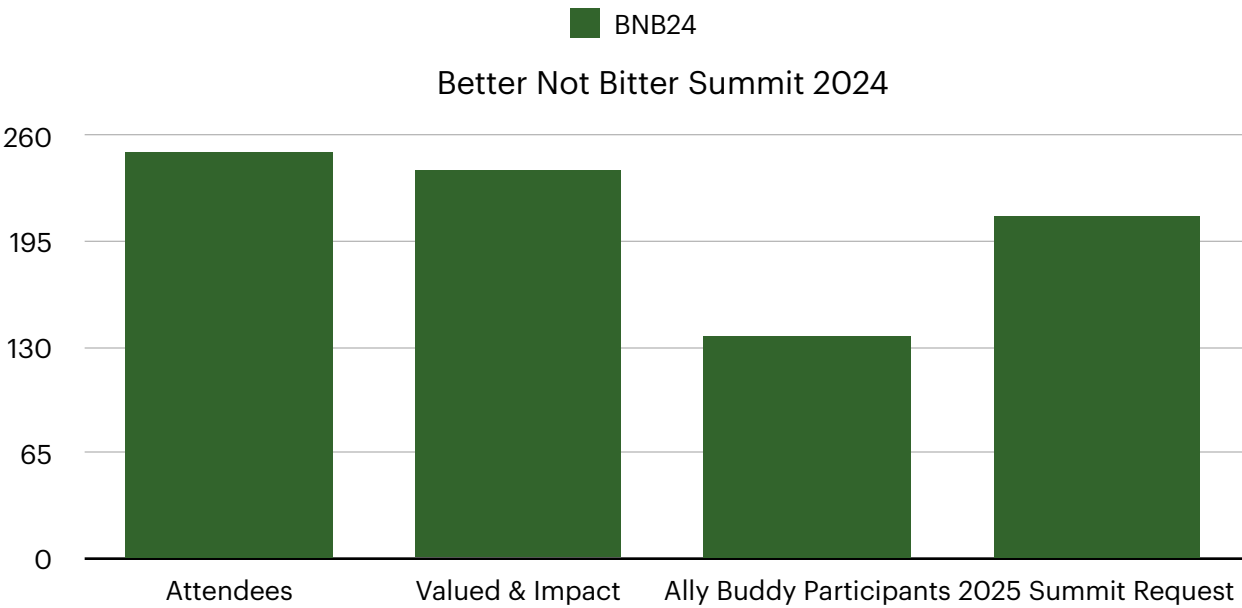
- A new initiative designed to foster peer support and accountability.
- Encouraged ongoing allyship beyond the summit.

### 5. Networking Opportunities:

- Facilitated connections through networking opportunities.
- Strengthened partnerships between professionals, businesses, and advocates for social change.

# IMPACT METRICS

- **Attendee Engagement:**
  - 95% of attendees reported increased motivation and confidence.
  - 85% indicated they gained valuable skills and knowledge to apply in their careers and personal lives.
- **Community Reach:**
  - Social media engagement analytics: 11K+ mentions and shares.
  - Social Media Combined reach: 999,000 impressions & views
  - Media coverage in Vita Magazine.



## BNB24 Participant Testimonials:

- *"This summit was a life-changing experience. The stories shared were incredibly powerful, and I walked away with actionable insights to implement in my life and business."* - Tom Cook -
- *"I felt seen and empowered. The networking opportunities opened doors I never thought possible."* - Sandy Long -
- *"I'm so inspired by you (Mariat) and grateful to be in your universe".* - Ryan Benn -
- *"Amazing! It was truly an impressive day today Mariat. Congratulations on such a successful event"* - Wellington Holbrook -

## Future Directions

- Strengthening partnerships with organizations that align with the summit's mission.
- Hosting regional and virtual follow-up events to maintain engagement and impact.
- Resilience & Empowerment Programs: Providing workshops, mentorship, and peer support groups focused on overcoming adversity and building a positive mindset.
- Ally Buddy Program: A growing initiative with 136 active participants, fostering meaningful connections between allies and community members from diverse backgrounds. This program builds bridges of understanding, provides allyship, and strengthens networks to create lasting impact.
- Economic Advancement & Entrepreneurship: Offering training, networking, and resources to help individuals, particularly women and underserved communities, start and scale their businesses.
- Mental Health & Well-being: Promoting holistic wellness through counselling, mindfulness training, and community support.
- Community Engagement & Advocacy: Championing social justice, policy changes, and community-driven solutions to systemic challenges.



## Conclusion

The Better Not Bitter Summit 2024 successfully ignited conversations on resilience, empowerment, and transformation. Through inspiring speakers, impactful discussions, and meaningful connections, the summit reinforced the importance of turning adversity into opportunities for growth. As we look ahead, we remain committed to expanding the reach and depth of this initiative, ensuring that more individuals and communities benefit from the power of resilience.



Thank You!

