

A group of five diverse young women are walking together outdoors, smiling and laughing. They are dressed in casual, contemporary clothing. The image has a blue tint and a semi-transparent dark blue overlay at the bottom where the text is located.

BRAIN + BRAND + BEAUTY

COLLEGIATE CONFERENCE

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is a one-day interactive workshop designed exclusively for female students currently enrolled at Historically Black Colleges and Universities (HBCUs). Produced by The Skky Brand, LLC., this extraordinary event is dedicated to nurturing self-esteem, celebrating individuality, and redefining beauty standards.

Participants will also receive insight, resources, and mentorships that tap into health and wellness, character building, career pathways, leadership systems and much more.

KEYNOTE SPEAKER:

Renowned thought leaders, successful women from various fields share their personal stories, experience, and insights on self-esteem, resilience, effective decision-making, workforce development, embracing one's unique beauty, and much more.

INTERACTIVE WORKSHOP:

Engage in a hands-on session covering topics such as self-acceptance as well as inner and outer beauty representation.

Lead by Make-Up Guru, Beauty Expert, and HBCU alumnus Geno "The Artist" Freeman, and/or his seasoned beauty industry colleagues. Geno's highly-sought after, hands-on course teaches skin care as well as the tips and tricks to appropriate make up applications (Day, Night, Special Occasions).

CONFERENCE HIGHLIGHTS

PANEL DISCUSSIONS:

Meaningful discussion on the intersection of culture, self-love, self-respect, brand reputation and more.

- Expert(s) in Health and Wellness provide a candid conversation and demonstration about the importance of self-care, physical and mental health, and wholistic wellness.
- Branding + Leadership Influencers share best practices for social media engagement, public facing content, appearance, and the impact it has on future endeavors.
- Experienced professionals offer thorough leadership development and character-building resources and strategies.

NETWORKING / MENTORSHIP OPPORTUNITIES:

Connect with fellow students, mentors, and industry professionals to build lasting relationships and support networks.

Our aim is to provide resources and mentorships that help to ready students for a rapidly changing, competitive, and technology-driven world.

A black and white photograph of two women. One woman is applying makeup to the other's face with a brush. The woman being made up has her eyes closed. The woman applying makeup is looking at her work.

TAKE AWAYS:

Brain + Brand + Beauty Collegiate Conference celebrates the students' unique qualities, encourages image protection, self-respect, and overall wellness. This remarkable, memorable and life-changing experience breaks down stereotypes, challenges norms, and empowers young women to not only be bold and beautiful, but demonstrate the excellence and magic they possess.

STATISTICS:

According to the African American Wellness Project, only 1 in 3 Black Americans who need mental health care actually receive it. Over 63% believe it's a sign of weakness.

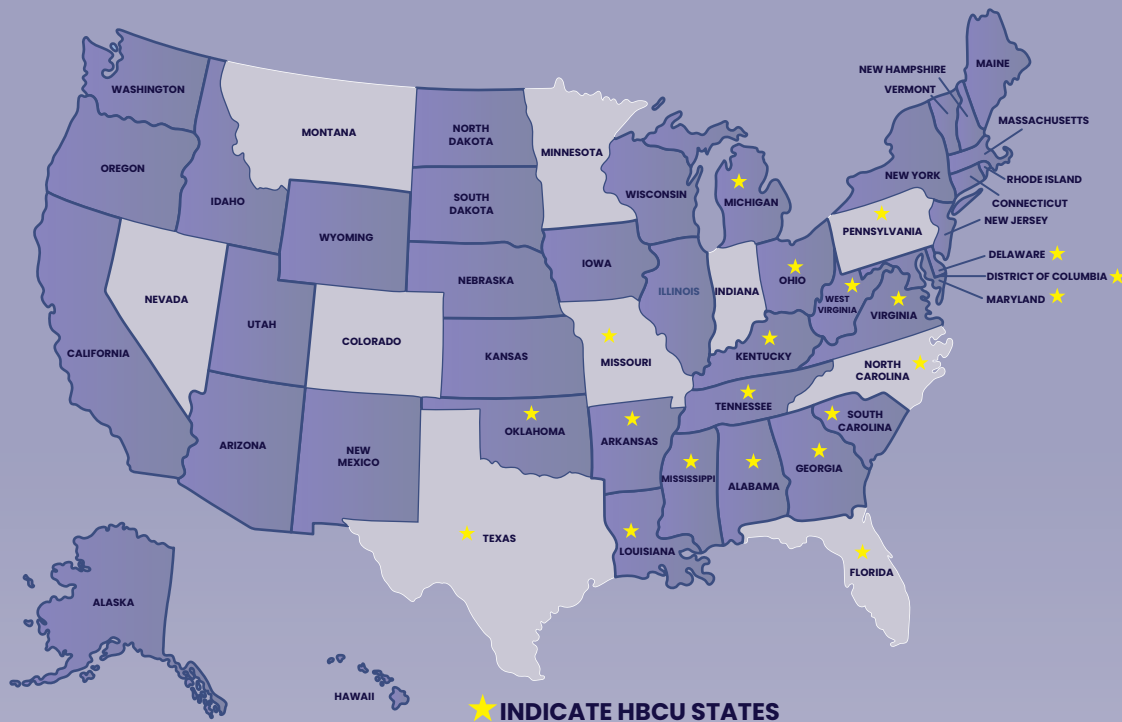
MENTAL HEALTH IS CRITICAL ESPECIALLY DURING A TIME LIKE COLLEGE, WHEN SCHOOLWORK, SOCIAL PRESSURES, AND OTHER LIFE FACTORS CAN MAKE IT EASY TO NEGLECT SELF-CARE.

In 2020, there were 179,546 females and 99,611 males enrolled at historically Black colleges and universities. (Statista Research Department June 2, 2023)

THIS GENDER GAP FURTHER OFFERS OPPORTUNITY FOR FEMALE STUDENTS TO ATTAIN LEADERSHIP ROLES IN CAMPUS ORGANIZATIONS, EXCEL IN THE CLASSROOM AND BEYOND.

U.S. News (April 28, 2023) reports that, "depending on the content, social media posts can lead to trouble with the school, the law, and jeopardize future employment."

A NEGATIVE SOCIAL MEDIA PRESENCE CAN BE A TURN OFF, TO AN EMPLOYER, WHEN DECIDING WHO TO HIRE. SOME GRADUATE SCHOOLS ARE ALSO FOLLOWING THE SAME PROCESS, FOR ADMISSIONS.



EXPOSURE

- Historically Black Colleges & Universities (HBCUs) in the United States **107**
- In 2022, roughly **343,700** students were enrolled in HBCUs across the United States
- Female enrollment at HBCUs is higher than male
- As of 2022, 64% of HBCU students are female
- Southern Region Student Population Approx. **25,878**
- Female Population Approx. **18,348**

WHY ARE WE CALLED TO ACT MENTAL HEALTH CHALLENGES

BALANCING SCHOOL WITH WORK & FAMILY **59%**

PAYING TUITION **50%**

14% of students withdrew from college citing mental health issues were the primary reason.

LIVING EXPENSES **49%**

NOT PREPARED FOR A FUTURE CAREER **41%**

Research suggests that 35% of female students in college are more likely to be dissatisfied with their appearance and their weight than male students.

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DiDi Rentz Hughes A.K.A “DiDi Skky”

DiDi Rentz Hughes A.K.A “DiDi Skky” is a Multi-Media Personality and Managing Partner of The Skky Brand, LLC (Creative Events Curators, Marketing, & Public Relations Agency). DiDi received her Masters Degree from Virginia State University and Bachelors Degree from Alabama State University. In her extensive over two-decades career in the entertainment industry, DiDi has worked with celebrities such as international music artist Akon, NBA legend Shaquille O’Neal, Former NFL Players Duane Starks, actress Eva Longoria, and many more. Her clientele also includes government officials, private sector companies, and educational institutions.



Geno “The Artist” Freeman

Geno “The Artist” Freeman is a Celebrity Make-Up Guru and Beauty Expert. Geno received his Bachelors Degree from Alabama State University. With over twenty years in the beauty industry, Geno’s portfolio includes personal Make-Up artist to the stars as well as the Make-Up Department Head for various hit movies and television series shows such as BET Plus “Average Joe”, CW’s “Naomi”, HBO’s “Ballers”, Netflix’s “Dear White People”, and many more. In 2022, Geno designed WHISKED BY GENO, a line of luxury make-up brushes.

**CONFERENCE
CREATORS**

Bring this transformative tour to your HBCU campus and be a part of the movement to redefine self-respect, self-love, and self-care, one student at a time!



DiDi Rentz Hughes

Managing Partner, The Skky Brand LLC

DiDi@TheSkkyBrand.com

305-764-5038

www.theskkybrand.com



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