



## Inaugural Annual COCAP Conference

### Project

One day conference co-hosted by Impact Hub Oakland, Cutting Edge Capital, and the Sustainable Business Alliance.

### Goal

Gather community-based entrepreneurs and locally-focused investors who are working to promote local wealth creation, shared ownership, and empower people to invest in their own communities.

### Role

As Director of Operations at Cutting Edge Capital, a legal and financial consulting company for start-ups and small businesses, I was responsible for daily operations and management of special projects and initiatives.

### Challenge

Manage logistics and a small budget for the conference, scheduled on a national holiday, and the day before a large local conference, in a thriving tech community where there is stiff competition for resources. Coordinate and assign responsibilities to co-host organizations.

### Solution

Schedule frequent check-in calls and meetings with co-hosts, and create and confirm a separation of responsibilities to ensure there are no duplicative or wasted efforts.

### Outcome

A successful sold-out conference with happy attendees, sponsors, and partners that would become a model for the second annual COCAP conference.







Some of my responsibilities:

- leverage personal contacts for a conference and happy hour location on a busy holiday weekend in the bay area.
- find sponsors for conference and happy hour.
- coordinate registration for pre-event and “day-of” sales.
- create and manage social marketing plan to include a press release, newsletter and social media, which resulted in an event sellout.
- secure a videographer to record the conference and post videos on YouTube to broaden our reach.
- ensure conference remained on budget.

