



Meeting of Minds

Media Kit 2020

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‘The Leading Exporter of African Narratives’

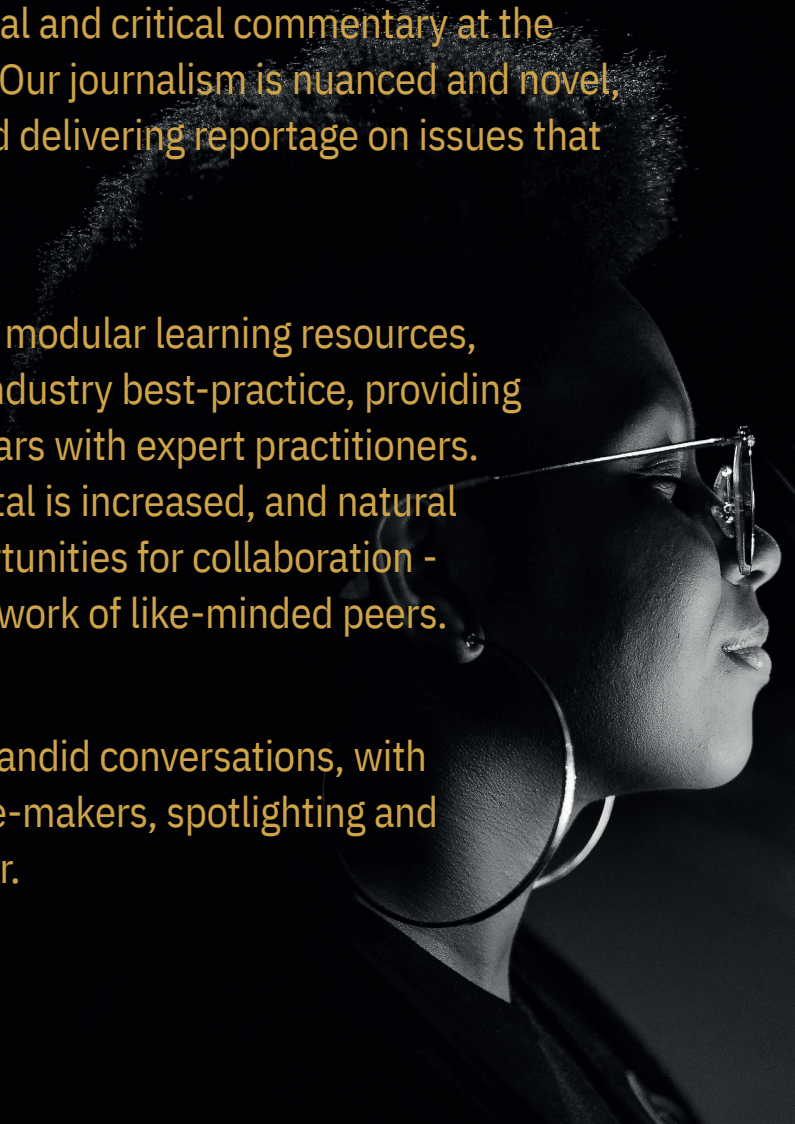
Meeting of Minds started off as a depository of culturally themed events - It has now evolved into a modern media agency, celebrating and championing female voices. With a global community of over 60,000 we have a footprint in 75 countries, connecting African women from the Diaspora to the Continent.

We create new media experiences, by developing premium and original programming that centres cultural competency. Through high quality content and partnership brokering - we aim to disrupt traditional markets, challenge the status quo and buck conventional storytelling.

Our Newsroom is staffed by Black female and non-binary writers from the UK to Uganda, penning crucial and critical commentary at the intersection of race and gender. Our journalism is nuanced and novel, presenting piercing analysis, and delivering reportage on issues that mainstream media overlook.

Our Masterclasses are a suite of modular learning resources, representing forward-thinking industry best-practice, providing access to workshops and seminars with expert practitioners. Through the classes, social capital is increased, and natural connections emerge, with opportunities for collaboration - engineering an international network of like-minded peers.

Our Podcast shows encourage candid conversations, with intellectuals and cultural change-makers, spotlighting and amplifying the voices that matter.





Project Embrace CIC

September 2019

The 2019 national billboard campaign ('Rip Up the Dress Code') championed afro-textured hair in the workplace, focusing on corporate Britain. Meeting of Minds was the only corporate financial sponsor, and Uchechi project managed the campaign, from concept to completion.

The billboards delivered over
3.29m+ Footfall impressions;
196.2K Twitter impressions;
102.6K Instagram impressions
42.56K Facebook impressions.
800+ screens displayed across the UK

Featured on BBC News, ITV News, Metro Online, BBC West Midlands Radio

Website

Launched

September
2019

Views

73,774

Visitors

52,880

Impressions

45,700

Published pages

827

Top 5 countries

UK

Zambia

US

Nigeria

South Africa

*NB: All figures as of 5th November 2020





Tastemakers Africa

May & August 2020

Media Partner. 'The Thread' is a traveling series of multidisciplinary conversations unpacking Pan-Africanism in the modern context. Together, we cumulatively had 7,800+ registrations, with over 230 speakers across tech, music, art and culture, representing 12 countries across the continent and throughout the Diaspora.

“

Since our outreach to help Tastemakers Africa in reaching more people of African descent to participate in a global virtual gathering, the support from Uchechi has been unwavering and remarkable. We look forward to building a long-lasting collaboration with Meeting of Minds UK.

”

Oummou Diallo,
Head of CX + Experience
Operations

Facebook

Page created

January 2018

Total fans

44,561

Total likes

44,423

Total reach

4.56million

No. of fans in the
top 5 countries

Nigeria

Ghana

UK

US

South Africa

Gender

96% women

4% men

Age

25 – 34 (48%)

18 – 24 (25%)

35 – 44 (12%)



*NB: All figures as of 5th November 2020



Black Cultural Archives

July 2020

Uchechi was asked to Chair an online discussion, and find 12 individuals representing Government, Community or Advocacy organisations. She assembled a dynamic group (Southbank Centre, Mayor's Office, Black Ballad, AFWL, The CBI, Kings College London, The Centre of Pan African Thought, Nova Reid and BeManzini), who shared their views and ideas on How the BCA can harness the power of their assets to capture the present, and preserve the legacy and history of the Black British experience

“

Uchechi's structuring of the session and ability to frame the conversation to ensure that all participants were included, enabled the BCA Reimagine project team to solicit information and insights that will be taken into consideration in the final design.

”

Zena Tuitt, Reimagine Project,
Black Cultural Archives

Instagram

Account created

May 2019

Followers

12,900

Gender

70% women

30% men

Age

25 – 34 (28%)

35 – 44 (20%)

18 – 24 (12%)

No. of followers in the
top 5 locations:

London

Lagos

Accra

Birmingham

Manchester



*NB: All figures as of 5th November 2020



Africa Fashion Week London

May 2020

Uchechi was asked to deliver a webinar on how to access finance and Government backed schemes for small businesses and the self-employed, adversely impacted by COVID-19. The series featured interviews with models and stylists, as well as representatives from The British Council, The Mayor's Office, Parsons School of Design, UK Black Pride and the Southbank Centre.

“

Uchechi's vast knowledge, versatility and impeccable diligence, executed with impressive precision and thoroughness. She is a brilliant professional and an astute advocate for female empowerment and racial justice. To say Uchechi is an inspiration is to say the least about her.

”

Michael Burgess,
Director of Business
Development and Partnership

Rates

Instagram

£450 grid fee post

£250 story post

Brand/Editorial content
on website from,

£500

Facebook, Instagram, Twitter

£1,000 across
all platforms

Banner adverts
(cost per click)
on website

£1.25

Panel Host / Speaker /
Workshop Facilitator

Price on
application





British Library

May 2020

Uchechi produced and delivered a 2-part webinar series for start-ups, small businesses and community-based organisations, sharing how to qualify for funding and the art of writing a compelling and successful grant application. The first event sold out in two days and received an overwhelming positive response, with nearly 200 attendees in total.

“

Uchechi delivered one of the most comprehensive online webinar series we have seen in a very long time. The delivery, insight and material were immaculate. Uchechi gave us all the jewels required to be successful when applying for future funding.

”

Remi Ray,
Business Programme Manager



The Founder

Uchechi Eke is a Management Consultant who has spent the last 13 years working independently alongside individuals and teams within the private, public and third sector, to implement and achieve their growth ambitions. Uchechi achieves this primarily through Business Development activities, which includes writing commercial and public tenders, as well as authoring applications to grant making trusts and major donors. To date she has won circa £70 million for her range of national clients.

In April 2020, Uchechi was appointed Chair of the Board for the Centre of Pan African Thought, one of the foremost race equality Think Tanks in the UK. Before starting Meeting of Minds and her Consultancy, Uchechi spent 6 years working as a Civil Servant, in Central Government as a Project, Contracts and Programme Manager. Uchechi lives in Essex with her two small children and husband.

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