

the cohort, Pittsburgh's Premier Creator Community to hold first annual conference "the platform"

Yearly event will serve to connect creators with brands and will feature informative panels & networking opportunities alongside 2024 keynote speaker Duolingo

PITTSBURGH, PENNSYLVANIA, UNITED STATES, November 9, 2023 /EINPresswire.com/ -- the cohort, Pittsburgh's only community for content creators, has announced that it will hold its first conference called "[the platform](#)" on March 15, 2024 from 12:30pm-6:00pm with keynote speaker Hitakshi Shah, US Marketing Associate at Duolingo.



the cohort powered by sweb

Powered by local marketing agency, sweb marketing, the cohort has served to connect content creators with businesses to create authentic and lasting relationships since its launch in 2023. the cohort will use the conference as a way to further its dual mission of empowering creators in the digital age and helping them make an impact on their community.

“

We are so excited to bring the platform to our skilled network of creative talent in the Pittsburgh area and hope to attract creators from across the country.”

Sarah Weber, founder of sweb marketing and the cohort

“We are so excited to bring the platform to our skilled network of creative talent in the Pittsburgh area and hope to attract creators from across the country,” said Sarah Weber, founder and chief strategy enthusiast of sweb marketing and the cohort. “Between networking

opportunities, mixers and highly informative panels, we provide a chance for content creators to learn how to thrive in the creator economy by connecting with and learning from other like-minded individuals.”

The first of its kind, the platform features panels of both successful influencers and brands looking to connect. The creator panel will feature three content creators reflecting on their

experience with brand partnerships, monetization, audience engagement and the pros and cons of working with brands.

Likewise, the brand panel will include reputable brands like Dick's Sporting Goods who will detail the qualities of influencers they look for, the NIL, as well as the meaning of return on investment for them in the digital age.

Attendees will also learn how brands and creators can work together through unique opportunities like product launches or user generated content.



"Content creation is more than just building an audience- it is about connecting with other influencers and brands." said Alexander Reed, marketing strategist at sweb marketing and co-founder of the cohort. "Duolingo is breaking the mold, and we are thrilled to have Hitakshi as our keynote speaker to demonstrate how important it is to create community on both the brand and creator level. If brands don't manage creator relationships appropriately, creators looking to monetize through strategic brand relationships become frustrated and partnerships are not beneficial for either entity."

The conference will feature Hitakshi Shah, US Marketing Associate at Duolingo, as a keynote speaker. As someone who leads influencer marketing efforts for Duolingo and a content creator herself, Shah has a fresh perspective on the role influencers play for brands and best practices when working with them.

"Fostering relationships with influencers is something at the core of Duolingo's social-first marketing strategy, so I'm excited to share more about our approach at the platform," said Shah. "As a creator, not only is it important to build your platform but effectively collaborating with brands is just as important and I'm looking forward to chatting with the creators who attend!"

The conference will take place at the newly built luxury event venue, Franklin on Penn, which is set to open in early 2024. The event will also feature networking opportunities, a gifting suite offering samples from Pittsburgh-based brands as well as food from DiAnoia's Eatery, beer from Trace Brewing, and wine from Pittsburgh Winery. Tapping into the region's brands reflects the cohort's value of promoting local brands, just as they emphasize uplifting local creators.

"We want to start setting the tone for a new norm where brands and creators are informed," said Weber. "They understand the creator economy and can work together toward optimized relationships like those Duolingo has developed with its partners. If we can help create relationships between brands and creators that are built on trust, and that a creator knows their community, partnerships will yield better results and allow brands to prove to c-suite that the

investment is worth it."

Overall, the platform provides creators with a unique opportunity to gain valuable knowledge as well as learn practical tips and actionable advice from those who have achieved major success in the digital realm. For more information, please visit www.inthecohort.com.

About the cohort

the cohort is the first and only community for content creators by content creators. Founded in March 2023 by Sarah Weber and Alexander Reed and powered by sweb marketing. The goal of the cohort is to develop creators, help refine their skills, build their audiences and provide them with brand connections that will help further their success. To learn more, please visit www.inthecohort.com.

About sweb marketing

sweb marketing is all about strategic thinking for a digital age. sweb specializes in creating an authentic narrative through strategy work, design, website development and digital marketing. More information about the pittsburgh-based agency can be found at www.swebmarketing.com.

####

Darice Nagy

Green Dot Communications

[email us here](#)

Visit us on social media:

[Facebook](#)

[Instagram](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/667408107>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.