

Black Girl Digital Set to Celebrate Multicultural Excellence in Influencer Marketing

Influencer Weekend to Honor Top Creators and Industry Innovators in Digital Space

ATLANTA, GA, UNITED STATES, October 24, 2024 /EINPresswire.com/ -- The highly anticipated Black Girl Digital Awards presented by Walt Disney World Resort, will take place during this year's Black Influencer Weekend (Nov. 1-3, 2024), celebrating outstanding achievements in the digital space. Influencer Tiarra Monet, with a combined social media following of over 1 million, will co-host the awards show. Nominees represent 180 of the best in influencer marketing, brand collaboration, and digital storytelling, highlighting trailblazers who have elevated multicultural creators' voices across various digital platforms.

This year's awards ceremony will recognize excellence in multiple categories, showcasing top creators and influencers who have made significant contributions to fashion, beauty, mental health advocacy, business, and content creation. As the digital landscape grows, multicultural influencers are leading the conversation, driving cultural trends, and forming powerful partnerships with top brands.

The 2024 Black Girl Digital Awards nominees represent a stellar group of influencers, innovators, and content creators. This year's awards will recognize creators and influencers across 40 categories, including:

- Best in Brand Partnerships
- Influencer of the Year - International, Social Platform, and Generational
- Legacy Award
- Creator Disrupter Award

The awards will honor both multicultural women and men for their contributions to the digital space. The full list of nominees and additional categories can be found on the event's official website.

Black Influencer Weekend promises to be a power-packed event featuring keynote presentations, panel discussions, and workshops designed to empower creators to expand their reach and influence. Highlights include:

Opening Keynote with Latoya Shambo: The founder of Black Girl Digital will discuss the future of influencer culture and the evolution of the Creator Media business model and brand

partnerships.

Panel Discussions: Media Mogul Yandy Smith will participate in a panel sponsored by D'USSE about the importance of networking and why it is essential to success as a content creator.

Workshops on Digital Monetization and Mental Health Awareness: From leveraging Instagram Stories to addressing influencers' mental health responsibilities with Kate Spade, Black Men's Wear and more attendees will leave with actionable strategies to build thriving and sustainable digital brands.

Awards Gala: The weekend will culminate in the 3rd Annual Black Girl Digital Awards, where winners in each category will be announced. This celebration will honor the exceptional work and creativity of 180 Multicultural Creators and executives who are transforming the digital landscape.

For more information and updates, visit www.blackinfluencerweekend.com.

About Black Girl Digital

Black Girl Digital is a Global Creator Media Agency that empowers brands to connect, create, and convert with multicultural audiences. We specialize in curating unique media opportunities that engage diverse content creators who leverage culture to influence general market buying decisions.

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