

TO: Twitch HQ via "Black History Month Summit" Feedback Survey

FROM: Paul "Tru1P" Holston

DATE: February 14, 2020

RATINGS (Scale 1-10): Below expectations; Keynote speaker – 5; Product roundtables – 3; Moderation roundtables – 5; Partnership strategies – 7; Happy hour activities - 5

Reevaluating the intention of theme "BHM Summit," and reconsidering the campaign more so into a Black Creatives Summit, as the overall day was more received as an internal roundtable/feedback session VS the scale of what large-scale summit events are.

As a participant, firstly, I am greatly appreciative of the opportunity for Twitch to be able to both transport and cover my stay during the trip. I appreciated being able to speak directly to Twitch personnel related to the areas in which I as both a content creator and Communications Specialist would take liking into having discussions on in regard to the company.

Initially, based on the itinerary given prior to, I honestly felt that the scheduled was a bit vague for attendees to understand how the day would go based on the event called "BHM Summit." Using BHM in relations to this event I felt did not correlate at all, given the fact that the majority of the day was roundtable/feedback sessions internally with respect to NDA areas. I hope that in the future if expanding this event, to really carve out more details surrounding the itinerary in terms of 5Ws (Who, What, When, Where, & Why) for each session.

The keynote was done, for me personally, was not a keynote. While it was great to be able to listen in on a content creator, Cameron Henderson, it was sort of odd to have a creator who uses YouTube as one of his primary platforms VS Twitch and didn't really felt beneficial in the program. It would have been better for Twitch executives to actually give the keynote in regard to this "BHM Summit," given the fact that those who were invited to Twitch HQ were used as audience members VS actually participants in the keynote. I advise that there is reevaluation in regard to keynote planning.

For the rest of the day, the roundtables and feedback sessions I felt were beneficial for both parties. We as participants were able to give transparent feedback on a number of topics given via Products, Moderation & Safety, as well as Partnerships. We hope that Twitch staff takes the feedback in a serious manner in regard to implementing changes or reevaluating current policies and procedures to better adapt diversity & inclusion values in all of the above. I was somewhat skeptical on why we had the roundtable sessions in the old Twitch HQ building as opposed to the newer building, with also given the fact external marketing wise, Twitch did not advertise publicly that they would be hosting this event. I would hope that this event was not used as a marketing checklist and with hopes that everything discussed would be seriously taken into consideration.

In regard to the staff, everyone was nice, professional, and seemed open to hearing our thoughts that day. I would like to thank [REDACTED] and all the other members who I did not mention for taking the time out of their day to be with us throughout the entirety. I feel that the best part of the event was being able to connect and begin building relationships with Twitch staff, with hopes of continuing the relationship regardless of how critical feedback is given. It is with sincerity that I give all of this feedback in a transparent way with hopes that Twitch staff will take it all into consideration if desiring to have more events like these. It is also with hope that more diverse attendees are able to come, as I, myself, am not primarily a full-time content creator, but am in the Communications/PR/Marketing aspect of the industry. It is with also hopes that events like these can have creators pipeline fully into the industry as employees VS only participants, for I am one who advocates for people like us working into these spaces in order to give further diverse perspectives when it comes to decision making in all areas.

I conclude with again, thanking Twitch staff for not only inviting me, being able to talk with me, and hope to keep in touch in the days ahead.