

CReed Global Media Partners with Houston Minority Supplier Development Council to Empower MBEs

[CReed Global Media \(CGM\)](#) is excited to announce its partnership with the [Houston Minority Supplier Development Council \(HMSDC\)](#) for impactful initiatives, including the [#FindYourAudience](#) series and participation at the [2024 HMSDC EXPO](#). This collaboration aims to empower Minority Business Enterprises (MBEs) by providing valuable insights into marketing, strategic communication, audience engagement, and branding, highlighting CGM's dedication to supporting the growth and success of MBEs.

HMSDC plays a pivotal role in fostering connections between corporate entities and MBEs. By certifying businesses that are at least 51% minority-owned, operated, and controlled by American citizens from African American, Asian American, Pacific Islander, Hispanic American, or Native American backgrounds, HMSDC promotes diversity and inclusion in the marketplace. Their mission is to advocate for the advancement of minority-owned businesses, equipping them to thrive in an increasingly competitive landscape.

***#FindYourAudience* with HMSDC**

The *#FindYourAudience* series, developed by CReed Global Media, connects businesses with crucial insights and resources for success. Through engaging discussions, each episode covers key industry topics, emerging trends, and the pivotal role of media and marketing in fostering collaboration. This series equips organizations with the strategies they need to grow their audience and enhance their market presence.

This special episode will offer actionable tips and insights tailored to the unique needs of minority-owned businesses, focusing on how to effectively increase visibility, target and engage their audiences. CGM will share its expertise in strategic communications and media services, amplifying HMSDC's initiatives to support MBEs.

The partnership is further enhanced by the integration of **CGM's #FindYourAudience Partner Success Program** and **HMSDC's Total Business Development Program**, which provide tailored marketing services to help businesses scale. Additionally, CGM and HMSDC are offering financial incentives, including a 30% discount on select services and a \$500 grant for certified MBEs, making it easier and more affordable for these businesses to access critical growth solutions.



Mark your calendars for *October 30, 2024*, when this installment of *#FindYourAudience* will be featured as part of the 2024 HMSDC EXPO during the **Power Hour: Elevate The Conversation Luncheon**.

The annual HMSDC EXPO, Texas' largest minority business trade fair, is a premier opportunity for MBEs to connect with major corporations, prime suppliers, and government agencies, opening doors to new contracts and business growth. CGM will participate as part of its ongoing commitment to supporting minority-owned businesses.

At the *Power Hour Luncheon*, representatives will lead discussions on the challenges and opportunities facing MBEs in today's competitive market. Attendees can expect insightful discussions, networking opportunities, and tailored marketing solutions to empower their businesses.

Conclusion

This collaboration between CReed Global Media and the Houston Minority Supplier Development Council marks a major step toward fostering a more inclusive business environment (HMSDC). By equipping minority-owned businesses with essential resources and strategies, both organizations are committed to paving the way for sustainable growth and success. Through initiatives like *#FindYourAudience*, CGM continues its mission to support minority entrepreneurs with innovative marketing solutions that help them achieve their goals.

For more information on the HMSDC and the benefits & resources they provide to their members, visit HMSDC.org. To learn more about partnering with CReed Global Media and the *#FindYourAudience* series, [visit our website](#), contact us via email at info@CReedGlobalMedia.com, or by phone at (713) 892-5717.