

CGM at the 2025 IEP + Dream Con Industry Mixer: A Night of Creative Power

On May 30, 2025, Houston became the heart of innovation, culture, and entertainment at the [International Entertainment Partnership \(IEP\) 6th Anniversary Celebration + Dream Con Industry Mixer](#) — and [CReed Global Media](#) was proud to be at the center of it all.

The **International Entertainment Partnership (IEP)** is a 501(c)(6) nonprofit working to expand the entertainment industry through **jobs, resources, training, and economic development**, starting in Greater Houston. By connecting local artists, producers, and agencies with real opportunities, the IEP helps build a stronger, more inclusive creative ecosystem across **film, TV, music, e-sports, fashion, and more**.



Hosted at the iconic [George R. Brown Convention Center](#), this vibrant, invite-only evening was a statement event. From the fireside panel chats and honoree recognitions to the packed networking moments and powerful speaker line-up, the room was full of visionaries, trailblazers, and changemakers in media, tech, business, and entertainment.

As part of Dream Con, the GRB Convention Center was reimagined as a high-energy gaming and tech hall, complete with **immersive exhibits, next-gen tech, and cinematic experiences inspired by anime and gaming culture**.

From competitive gameplay and exclusive prizes to **sponsor activations and community showcases**, the space became a vibrant hub for fans, creators, and industry pros alike.

CReed Global Media: Proud Partner in Purpose

CGM wasn't just in the room, we were behind the scenes helping bring it all to life. As an **official media partner and planning committee member**, CGM played an integral role in shaping this night from start to finish. Our production team was on the ground **capturing content**, our volunteers **supported the on-site execution**, and our extended network showed up in full force as attendees, creatives, and supporters of the mission.

[Centrell Reed](#), **CEO of CReed Global Media and President of the IEP/HEI**, served as host and speaker, bridging creative industries with the IEP's vision of building a more inclusive, innovative entertainment ecosystem in Houston and beyond.

At CGM, we champion the power of storytelling. We believe in building the platforms and partnerships that make those stories last, and this event was a prime example of that in action.

A Room Full of Heavy Hitters and Creative Leaders

The evening honored and convened some of the most impactful names in entertainment, media, business, and civic leadership, including:

- [Mathew Knowles](#) – Music executive and entrepreneur best known for managing Destiny's Child and developing global artists like [Beyoncé](#)
- [Megan Thee Stallion](#) – Grammy Award-winning rapper and cultural powerhouse
- [Craig Howard, The Ballroom at Bayou Place](#) – Multipurpose



event center located in downtown Houston in the heart of the Theater District

- [Council Member Edward Pollard](#) – Houston City Council Member for District J, known for his leadership in youth empowerment, public service, and civic engagement
- [Commissioner Rodney Ellis](#) – Harris County Commissioner and lifelong advocate for civil rights, education, and cultural equity
- [Commissioner Lesley Briones](#) – Harris County Commissioner and former judge, championing economic development and the creative economy
- [RDCWORLD](#) – The wildly popular creative collective behind Dream Con, known for their viral videos and cultural influence in gaming and anime
- [Lovely Marshall](#) – Founder of CEO Academy, dedicated to empowering entrepreneurs and small business owners

The event also featured major sponsors like [Pepsi](#) and [Dell Technologies](#), and partners such as the [City of Houston](#) and the [Houston Entertainment Initiative \(HEI\)](#).

Beyond the star power, what made the night unforgettable was the energy in the room. There was **a genuine hunger for connection, collaboration, and creative alignment**. You could feel it in every handshake, every business card exchange, every moment of laughter and strategy between artists, entrepreneurs, and executives.

Shifting the Culture, One Room at a Time

As a company built at the intersection of **strategy, media, and purpose**, we're proud to champion events like this that celebrate diverse cultures and challenge the status quo—events that bring creatives, corporations, and communities together into the same room and help them realize what's possible when vision meets opportunity.

From producing powerhouse events to building strategic media partnerships, CGM is committed to amplifying impactful stories that move communities forward. Looking to elevate your creative impact? Contact us via [our website](#), email us at info@CReedGlobalMedia.com, or give us a call at (713) 892-5717, and let's discuss your next event, project, or launch.