

***“United by the Game”*: A Recap of Houston's Global Moment**

Last Thursday, the heart of Downtown Houston pulsed with an unprecedented energy. As the world prepares to turn its eyes toward our city for upcoming international mega-events, the local business, civic, cultural, and international communities gathered for a night that will not soon be forgotten. Held at the elegant [Ballroom at Bayou Place](#), ***United by the Game*** was a citywide coalition kickoff experience.

At [CReed Global Media](#), we have covered and participated in countless networking events, mixers, and corporate galas, yet this particular evening was of a completely different caliber. We were immensely proud to be one of the **100+ host organizations** that helped bring this monumental gathering to life with, and we can confidently say that **the connections made, stories shared, and visions aligned have set a new benchmark for Houston's professional landscape.**

A Red Carpet Spectacle

The excitement was palpable before we even walked through the doors. The **VIP special gathering** set an exclusive and high-level tone for the evening, bringing together **top-tier founders, consulate leaders, elected officials, and media executives**. By the time the general admission doors opened, the venue was transformed into a bustling epicenter of global connection.

Dozens of **photographers and media partners** captured the magic. Delicious light bites and libations were served. The organizers orchestrated an immersive cultural experience that perfectly reflected Houston's status as the most diverse city in the nation. We were treated to **vibrant musical acts, breathtaking dancers, and cultural performances** that celebrated our international community. The presence of the **Miss Belleza beauty queens** added an extra touch of glamour to an already stunning evening.



"This is a room built for real relationships, serious visibility, and economic opportunity across industries and communities. CReed Global Media is seeing firsthand the power of Houston coming together under one roof right now," commented **Centrell Reed, Founder and CEO of CGM**, during the event (pictured with Ken Bhappu, Turkish Airlines).

The Power of Coalition Networking

Powered by [Martin Curiman](#), Founder and President of [Curiman Brokers Group](#), the event was built on a shared commitment: to see Houston flourish, connect, and rise together. Martin's vision resonated deeply with our own mission at **CReed Global Media** to amplify voices and connect global narratives. The sheer diversity of the organizations present was a testament to the strength of this coalition.

As we navigated the high-energy room, the conversations we engaged in were incredibly substantive. We weren't just exchanging business cards; we were building the foundations for growing economic opportunity. Everyone in attendance recognized that **Houston's moment on the global stage has begun**, and success will rely on our ability to work across sectors.

Official Recognition and Landmark Milestones

One of the highlights of the evening was the formal program. While the focus was heavily on networking, the organizers carved out time to recognize the significance of this gathering. Elected officials took to the stage to present the host organizations (including CGM), official certificates from the [State Representative Jolanda Jones from the State of Texas and the City of Houston](#).



CReed Global Media's Key Takeaways

- 1. Unprecedented Synergy:** The coalition model works. By combining the networks of over 100 organizations, the event broke down industry silos and facilitated cross-pollination between civic, corporate, and cultural leaders.
- 2. Visual Storytelling:** With vibrant performances, hands-on activations, and a heavy media presence, the event proved that modern networking must engage the senses and provide rich, shareable content.
- 3. Global Readiness:** Houston is clearly ready to host the world. The unified front presented by the consular leaders and business chambers shows that the city has the infrastructure and the collaborative spirit to maximize upcoming international opportunities.

Looking Forward

At **CReed Global Media**, we are in the business of connection. We left the **Ballroom at the Bayou** thoroughly inspired and energized. The relationships



forged and strengthened at **United by the Game** will undoubtedly yield incredible partnerships in the months and years to come. We had an absolute blast participating in this mega networking kickoff, and we want to extend our deepest gratitude to the [Houston Millennials](#) (who masterfully coordinated this coalition-driven experience), and all our fellow participating organizations.

Houston's global moment has officially started, and **CReed Global Media** is honored to be part of the movement. We look forward to continuing these conversations and helping to tell the story of a united, thriving, and unstoppable Houston.

To learn more about how CReed Global Media can expand your visibility during World Cup, please contact us via [our website](#), email at info@CReedGlobalMedia.com, or call us at (713) 892-5717.