

CReed at STEM Go Pro Day: Redefining Media & Amplifying Student Impact

On July 30, 2026, the future of Houston's workforce converged at [Tech Fest Live's STEM Go Pro Day](#), where [CReed Global Media](#) had the pleasure of attending as an Event Partner. STEM Go Pro Day, officially recognized by [Mayor John Whitmire](#), was a high-energy celebration designed to bridge the gap between elementary, middle and high school students and **real-world career paths in technology, science, sports, media, and more.** While the workshops focused on technical skills, CGM was on-site to ensure that the event's message, energy, and impact were amplified authentically to the digital world.



IEP-HEI Entertainment Zone



Central to the student experience was the Entertainment Zone, facilitated by the [International Entertainment Partnership \(IEP-HEI\)](#). Serving as Houston's entertainment chamber of commerce, IEP-HEI created a high-energy space where students could unwind, network, and engage with live entertainment while seeing

firsthand how STEM and technical production overlap with the creative arts. This fun break from the event's workshops and activities provided games, music,

complimentary merch, a green screen photobooth courtesy of [Captiv Studios](#), and more! The energy even reached an all-time high when [Centrell Reed](#), CEO of **CReed Global Media**, faced off against [RODEOHOUSTON](#)'s mascot, **Howdy**, in a legendary Jenga match. For a full hour, both players traded masterclass moves that drew a growing, captivated crowd waiting for the collapse, keeping everyone on the edge of their seats. Both teams held their breath through every pull, though despite the intense back-and-forth, the tower remarkably never tumbled, ending the thrilling battle in an unresolved draw!

CGM's Content Creator Initiative

The core of CGM's involvement was the activation of our innovative Content Creator Initiative. We understood that a youth-focused event required more than traditional, bulky media teams. We needed an agile, "boots-on-the-ground" squad to capture the real-time excitement and raw emotion that standard video shoots often miss.

Our team mobilized a dedicated crew of local broadcasters, digital natives, and energetic storytellers. Moving away from traditional equipment, they were empowered by our smartphone-first methodology. This strategy transformed the venue into a live broadcasting network, with creators capturing the essential interactions and "aha" moments in the workshops and across the high-energy **IEP Entertainment Zone**.

This agile approach allowed CGM to generate a massive library of high-resolution, instant-syndication footage. By prioritizing speed and authenticity, we ensured that the spirit of STEM Go Pro Day was communicated vibrantly and immediately across social platforms.



Powering The Force Through Partnerships

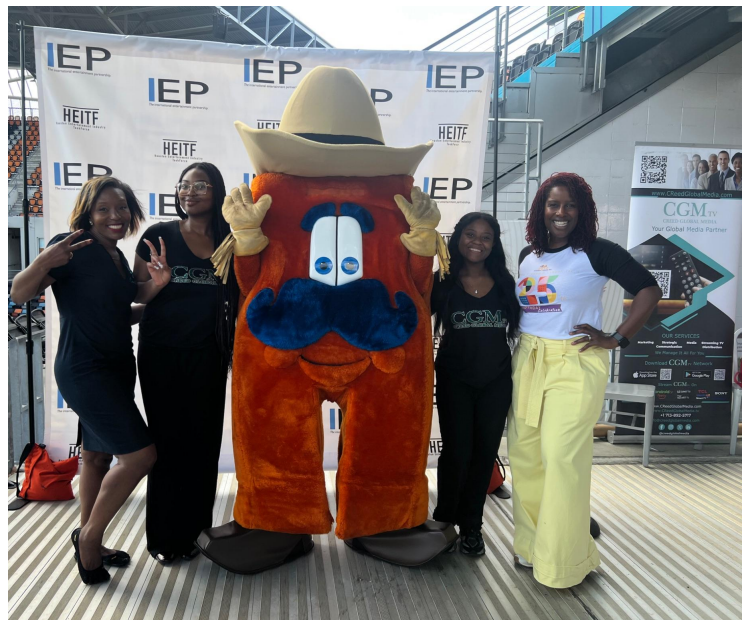
At CGM, we know that successful events are built by dedicated people. Recognizing the immense effort put forth by the Tech Fest Live volunteer force, we leveraged our strategic network to bring a critical sponsor to the table: [GreenHouse](#) - [Coca-Cola](#).

This sponsorship ensured that the hydration station was well-stocked and readily available for all TFL event volunteers throughout the intensive day. This collaboration not only supported on-site logistics, it demonstrated tangible support for the individuals whose time and passion made the entire experience possible.

STEM Go Pro Day 2026 was also made possible through the collaboration and generous support of an incredible network of partners, including:

[H-E-B](#), [CITGO](#), [Block](#), [Cash App](#), [Tesla](#), [Harris County Commissioner Precinct 4/Commissioner Lesley Briones](#), [Plug and Play Sugar Land](#), [Regions](#), [Region 4 Education Service Center](#), [World Youth Foundation, Inc.](#), [Houston City Council District I/Councilmember Joaquin Martinez](#), [LaGina Harris](#) of [LaRae Infinity](#) and [The Us Space](#), [American Aerospace Technical Academy](#), [UT Texas Technology Access](#)

[Program](#), [Easter Seals of Greater Houston](#), [TiE Houston](#), [Houston City Center](#), [Gulf Coast Blood](#), [Houston Public Library](#), [STEM-Uletics INC.](#), [Stay Recruited](#), [Captiv Studios](#), [Rice University Center for STEM Engagement](#), [Torbotic](#), [Be Nice To Your Device](#), [Kids Robotic Academy](#), [Kids Robotic Foundation](#), [Dale Carnegie Success Skills Center](#), [Construction Career Collaborative \(C3\)](#), [Lemonade Day!](#), [Texas Technical Trade School](#), [StackFord](#), [Boys and Girls Clubs of Greater Houston](#), [Harris County](#)



[Resources for Children and Adults](#), [Print & Packaging Industry Initiative: University of Houston](#), [SciArt Exchange](#), [Creatopia, Inc.](#), [My Brother's Keeper Houston \(MBK Houston\)](#), and [Girl Scouts of San Jacinto](#).

Key Discussions and Long-Term Commitments

STEM Go Pro Day 2026 was not just a successful deployment for CGM; it was the start of continued collaboration. We're dedicated to amplifying missions that matter. We thank [Khalil Vinson](#) (**Founder of Tech Fest Live**), all volunteers and vendors who were in attendance, and the entire TFL team for allowing us to turn the lens on the future of innovation.

[Click here for more photo and video highlights](#). To learn more about how to get involved with CReed Global Media's Content Creator Initiative, whether you're a brand looking for more visibility or a creator looking for experience, please contact us via [our website](#), email at info@CReedGlobalMedia.com, or call us at (713) 892-5717.