



WWW.WEAREICHI.COM



YOU BELONG HERE

Welcome to the only community for marketing and event professionals that actually feels like a community.

No membership fee (though some experiences have activity fees). Mostly it's all about creating plenty of opportunities to give and share, to learn and grow, to help and be helped.

The phrase "ichi-go ichi-e" is a Japanese idiom that roughly translates into "one moment, one time," and describes the cultural concept of treasuring the unrepeatable nature of a moment. And isn't that exactly what we all try to create?

We are all in this together. We are one. We are Ichi.

WHO WE ARE

LIZ LATHAN, CMP
NICOLE OSIBODU
Co-Founders of The Community Factory and hosts of Ichi

liz@thecommunityfactory.com
nicole@thecommunityfactory.com

WHAT WE OFFER

PODCAST

Barefoot Business

ONLINE COMMUNITY

Ichi Slack Channel

GATHERINGS

Online & In-Person

SOUNDING BOARD

Small Group Convo

SHAREABLES

Swag Shop

WHO'S IN IT

Event marketers
Field event marketers
Demand gen marketers
Product marketers
Event managers

... And the supplier ecosystem that supports them.

HOW TO GET INVOLVED

Join the community - NO COST TO JOIN

There is no cost to participate in the Ichi community. We consider you "in" if you have done at least one of the following:

- Have subscribed to the email list
- Have joined the Slack channel
- Have come to a gathering (online or in-person)
- Have joined a Sounding Board
- Have purchased merch from the swag store
- Have read our LinkedIn posts
- Have ever hugged one of us
- Have heard of Ichi from a friend

Ichi means "one." We are all in this together. We are Ichi.

Join at www.weareichi.com

**"IF YOU SUPPORT THE COMMUNITY,
THEY WILL SUPPORT YOU."**
— JERRY GREENFIELD

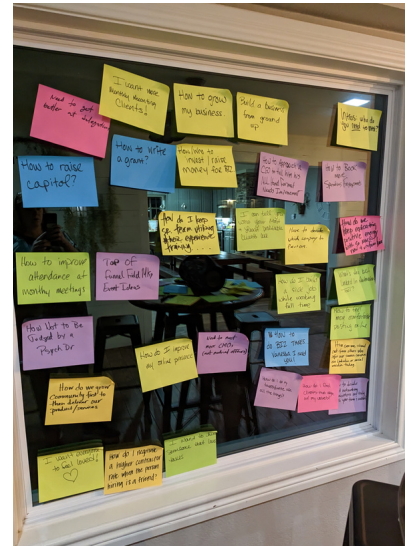
Support the community

We try to keep all of the experiences cost-effective and beneficial to everyone. We also have to pay the rent, so a little money sure is helpful.

By partnering together on content or gatherings, our team will:

- Organize the activities (unless you want to!)
- Drive audience acquisition through our community and social media
- Supply the registrant list to you prior to the gathering

We LOVE to customize incredible experiences - in fact it makes our heart sing, so let's do more of those, please.





LEVERAGE THE POWER OF ICHI

ONLINE GATHERINGS

\$500

Let us host a Zoom-based experience with our community members tailored around your content or the insights you need from our community.

BEHIND THE SCENES

\$1750

Help us cover expenses for our Behind the Scenes adventures. And of course, if you have a Behind the Scenes experience you want to host or introduce us to, let us know!

SPONTANEOUS THINK TANKS

\$5k-10k

Hands-down the best way to get industry insights. We do the audience acquisition, you pay for the venue, we run the show. Ideal for 50-100 event professionals. \$5k for Austin-area events, \$10k for anywhere else in the world (plus T&E + venue fees)

SUPPER CLUB

\$2500

Our Supper Club events are \$2500 for an Austin-area gathering. For Supper Clubs outside of Austin, add travel for 2.

RETREATS AND ADVENTURES

\$10k-\$150k

The ultimate community experience is our Ichi Go trips. Help offset the costs for a participant or underwrite the whole experience. Starting at \$10k and going to \$150k (or more, if you're crazy like us!).



ABOUT US

Ichi is a community managed by The Community Factory, which is run by Liz Lathan and Nicole Osibodu. We create, grow, and cultivate communities for brands and offer quarterly Community as a Service retainers for corporations who need help managing their own communities.

We created Ichi as a place where people who love the kind of marketing that brings people together can have experiences not found at industry events. We created Ichi as a place where people who support corporate event professionals can enjoy being around friends. Business comes from people we know, like, and trust, and Ichi exists to help you know, like, and trust more people.

It's our goal to keep Ichi membership-fee-free and only charge activity fees so members can choose what value they want to get. In order to make it accessible to corporate event professionals who often do not have access to professional development budgets, we partner with agencies and suppliers to lower or cover costs where we can. We build in a small fee to help us cover our own expenses for driving the audience acquisition for the programs that you are sponsoring.