

# Arco + Associates Case Study: Black Dress Partners

**The Challenge:** Erin Joy, CEO and Founder of Black Dress Partners, a business consulting and coaching organization, came to Arco in need of a strategy to increase membership in the company's roundtable group, Black Dress Circle. A third-generation female entrepreneur who understands the rewards and challenges of starting a company and fueling its success, Erin knew she had the tools and business acumen to support female business owners on a larger scale. In an industry as congested and competitive as hers, however, it was clear that she would need a powerful platform to build brand awareness and reach her target audience.

**The Solution:** After conducting a thorough market analysis, Arco found that in order to stand out from the competition, Erin would need to not only establish herself as a thought leader in the business community, but also as the go-to person for connecting high level business owners across the region. Ergo, the Midwest Women Business Owners' Conference, presented by Black Dress Partners, was born. Erin would host this educational, interactive event to bring powerful female business owners together to discuss relevant, provocative business topics—and most importantly, gain exposure and credibility among them.

With only 8.5 months to take this new, annual conference from concept to reality, Arco created a new brand (including the writing and design of a website and collateral), launched a comprehensive, integrated communications plan to promote ticket sales and sponsorships, and garnered local and national media attention.



**60%**  
increase  
in revenue

**The Results:** Not only did the first conference in 2015 almost sell out—and the second conference *did* sell out—but Erin and Black Dress Partners quickly saw the bottom line results they were seeking. **Because of the increased brand awareness and positioning within the business community, the company has seen a 60% increase in revenue.** Plus, the goal to increase membership in Black Dress Circle has been far exceeded; to meet market demand she has created multiple roundtable groups including two for first-stage female business owners, one for second-stage female business owners, and a men's group.



www.arcoandassociates.com  
636.527.9254