



Live Creatively Communications LLC
Amena Brown, Author and Stage Performer
<https://www.linkedin.com/in/amenabrownowen/>
[instagram.com/amenabee](https://www.instagram.com/amenabee)

Amena Brown is a spoken word poet, author, and performing artist whose work interweaves keep-it-real storytelling, rhyme and humor. **A proud graduate of Spelman College** and previous poetic partner for Tracee Ellis Ross' natural hair brand, PATTERN Beauty, Amena is the author of five spoken word albums and three non-fiction books. Her new book of comedic essays, *Never Tell a Black Girl How to Black Girl*, debuts June 2026 and is available for pre-order at your favorite bookseller. As a stage performer, Amena takes arenas, theaters, and performance venues and turns them into living rooms where the audience and her readers can make themselves at home. She lives in Atlanta, Georgia with her husband DJ Opdiggy and their dog Kane.

Tuesday, February 10, 2026

6:30 PM

Location: Rockefeller Lobby + Black Box Theatre (Tentative)

Never Tell a Black Girl How to Black Girl Performance and Talk Back

Author of upcoming comedic essay collection, *Never Tell a Black Girl How to Black Girl*, Amena Brown will be performing stories and poems from her book, followed by a talkback/Q&A with students.



Tambor Party

Stan Zeff, Founder and Resident DeeJay;
Jackie Zepherin, Business Manager, Experience Producer
Frank Malloy - Artist: Dun Dun Drum
Olori Speaks - Artist: Shekere
<https://www.tamborparty.com>
<https://www.instagram.com/tamborparty>

Stan Zeff - Founder, Owner and Resident DJ
Stan is an ambassador of world house music with over 30 years deejaying and curating experiences all over the globe. The cornerstone of Tambor Party's success is Stan's ability to create safe spaces for self-expression and introspection while keeping African-influenced genres of dance fresh and spiritually-provoking.

Jackie Zepherin - Business Manager, Experience Architect
Jackie, a former senior technology executive with 20 years of leadership acumen, now channels her passion for fostering connection into unforgettable dance experiences. Through Tambor Party, she merges innovation with the transformative power of movement and ritual to expand the brand's impact across local and global communities.

Thursday, February 12, 2026
4:30 PM
Location-Cosby Lobby (Tentative)

The Curation Code: Transforming Events into Experiences

Learn what it takes from creating trendy events that only generate fleeting buzz to curating world-class, immersive experiences that build lasting community movements and brand loyalty.



Alliance Theatre
Maya Lawrence Resident Artist
@alliancetheatre

BOLD Resident Artist & Allyship Program Director at the Alliance Theatre

Maya Lawrence is a Big Apple raised, Georgia Peach based multidisciplinary artist using art's power to heal and transform the world through love.

This proud Spelman College alumna spends her magic as a BOLD Resident Artist at the Tony award winning Alliance Theatre. As Resident Artist she is a poet, playwright, director, performer, producer, and teaching artist while managing the Spelman Leadership Program- an innovative fellowship designed to be an accelerator for young Black women's leadership into cultural institutions, which she was the inaugural fellow of in 2016. The culmination of her fellowship resulted in her founding of the Allyship Program, a theater-based anti bias workshop curriculum designed to build alliances using theater, supporting corporations, organizations, rehearsal rooms, and individuals young and ageless to become their most authentic & empathetic selves. Maya's work is rooted in art as a public health tool, community organizing and activation, and collective empowerment through storytelling.

Friday, February 13, 2026

1-3

Location-CIA Forum

Audition Workshop

Join artists, producers, and casting agents from the Alliance Theater to engage in a mock audition workshop where participants will learn techniques and best practices to walk into an audition boldly, confidently, and correct. In this workshop we will review resumes & headshots, techniques to combat imposter syndrome, and provide individualized feedback on performance. Participants should come prepared with a 1-2-minute monologue and/or song, and sides will be provided for a cold reading. Use this space as a safe container to share your talent with our panel of Atlanta artists while gaining tips to strengthen your practice and professionalism.



London Elixir
Mogul Mal
Mattie B
Ogechi
@syncorswimofficial

The Sync or Swim team is a dynamic group of four passionate creatives (London Elixir, Mogul Mal, Mattie B and Ogechi) who have come together to create a compelling documentary film and workshop about sync licensing, focusing on the inspiring journey of London Elixir. With diverse backgrounds in film production, music, and storytelling, each member brings a unique perspective and expertise to the project. Their shared vision is to highlight the intricacies of the music industry and the pivotal role sync licensing plays in an artist's career, while celebrating London Elixir's achievements and challenges. Through their collaborative effort, Sync or Swim aims to educate and inspire aspiring musicians.

Wednesday, February 11, 2026
Time-6PM
Location-LLC2

Sync or Swim Experience

The Sync or Swim Experience (SOSX) is an educational initiative that uses film, music, and hands-on workshops to teach students—especially those from underserved communities—how to build real careers in sync licensing and music entrepreneurship. Students will receive the opportunity learn about sync, write, create, and perform during this workshop.



Mind Candy Beauty
@mindcandybeauty
@lyric_christian (founder's social handle)

Lyric Christian, Founder & CEO of Mind Candy Beauty

Lyric Christian's Bio:

Lyric Christian is the Founder and CEO of Mind Candy Beauty, a multimedia platform and community dedicated to celebrating beauty as culture, storytelling, and self-expression. Through events, content, and conversations, Mind Candy Beauty spotlights Black and POC voices, creating space for honest dialogue around beauty, identity, and creativity.

Alongside building Mind Candy Beauty, Lyric works in the beauty industry bridging relationships between brands and makeup artists—ranging from top-tier industry professionals to students just beginning their beauty careers. She leads pro eventing and masterclasses, creating spaces where education, artistry, and community intersect. At the crossroads of industry leadership and independent entrepreneurship, she brings a unique perspective—connecting access with impact and shaping Mind Candy Beauty into a platform where beauty is not just seen, but felt.

LYS Beauty
@lysbeautyofficial
@glamourgurl5 (founder's social handle)

Tisha Thompson, Founder of LYS Beauty

Tisha Thompson's Bio:

Tisha Thompson, founder and CEO of LYS Beauty, is a disruptor redefining clean beauty. With over 25 years of experience as a makeup artist, beauty executive, and product developer, she launched LYS in 2021 to challenge industry norms, proving that clean, high-performance, and inclusive beauty can coexist. As the first Black-owned clean makeup brand at Sephora, LYS has expanded globally, with viral bestsellers like the No Limits Cream Bronzer Stick and Triple Fix Skin Tint, among others earning Allure Best of Beauty Awards. A passionate speaker and educator, Tisha is committed to making beauty more accessible and ensuring everyone feels seen, securing her spot to Inc.'s 2022 Female Founders 100 list and named the 2024 Entreprenista 100 Innovator of the Year.

LYF Socials
@lyfsocials
@lenayelen (founder's social handle)

Lena Yelen Frechen, Founder of LYF Socials

Lena's Bio:

Lena Yelen Frechen is a next-generation digital strategist, mentor, and the founder of LYF Socials, a boutique global social media agency turning creatively driven ideas into measurable growth. After immigrating from Germany to New York City with only a single suitcase and no connections, Lena transformed grit into growth, building an agency that has already generated nearly a billion impressions and measurable cultural impact.

Her leadership extends beyond client work: Lena is a trusted mentor and advisor to rising creators and founders, guiding them to navigate the chaos of today's platforms with clarity and confidence. With a proven ability to connect with her audiences, including growing her own personal digital community to 15K+, Lena has also become a sought-after voice on industry panels and conversations that shape the future of brand storytelling, digital strategy, and entrepreneurship. She continues to share her expertise as a thought leader while empowering others to build with both creativity and impact.

Zariah Taylor
@yourstrulyzariah

Zariah Taylor is the 21-year-old Atlanta-based creative behind your soon-to-be favorite project. A producer, writer, filmmaker, and all-around do-it-all-er, Zariah uses her talents to critique and interpret the world around her. You'll find Zariah's best articles, photography, films, and selfies on her Instagram page, @yourstrulyzariah.

When she isn't stressing about her next project, Zariah enjoys taking naps, rewatching episodes of Bojack Horseman, and making highly specific spreadsheets.

Mind Candy Beauty x DreamHER Podcast Presents From Ideas to Impact: Creativity & Careers in Beauty

Location: Online

From Ideas to Impact: Creativity & Careers in Beauty is a special Mind Candy Beauty podcast episode recorded live at Spelman College, centered on what it really takes to build a career in the beauty industry. Moderated by Mind Candy Beauty Founder and CEO Lyric Christian, the conversation features panelists Tisha Thompson (Founder of LYS Beauty) and Lena Yelen (Founder of LYF Socials), who share their journeys, lessons learned, and the pivotal moments that turned their ideas into impact—offering students and emerging creatives both inspiration and practical insight into turning passion into profession.

Podcast was taped at Spelman on November 14th and is dropping online on Feb 9th.



Dacia Copeland - Senior Associate, BNY AI Hub

Eboni Lesesne - Vice President II, Talent Strategy and Programs

<https://www.linkedin.com/in/eboni-le-sesne-msc-307b5484/>

Dacia is a proud alum of Howard University's Class of 2021, where she earned her bachelor's degree in computer science. A native of New York City, she launched her career at BNY through the early-career SETUP Program and now serves as a Senior Associate, Data Scientist within BNY's AI Hub. When she's not facilitating AI training or developing innovative AI solutions, Dacia enjoys traveling, staying connected to the fashion world through creative projects with her costume-designer sister, and indulging her love of music, often as a self-proclaimed "at-home karaoke singer."

Eboni leads enterprise strategies that build robust, inclusive early career talent pipelines. As a seeker, developer, and connector, she aligns college students with meaningful high-impact opportunities while cultivating strong, strategic relationships with partner universities. With 20+ years of experience across talent acquisition, executive recruitment, early-career, project management, systems integration, compliance, and Diversity, Equity & Inclusion, Eboni brings cross functional, data informed leadership to scale equitable pathways from campus to career.

She holds a bachelor's degree in business administration from Point Park University and a master's in Global Leadership from Duquesne University. Eboni is a continuous learner and is currently pursuing a certification in Data Analytics & Generative AI from Devry University. A certified career coach based in Pittsburgh, Eboni is passionate about empowering emerging talent. Outside of work, she enjoys traveling to warm exotic destinations, volunteering, and all things hair, makeup, and nails. She's also an avid Steelers fan and loves spending time with her partner, her daughters Taylor and Lola, and their Jack Russell Terrier, Rallo.

Thursday, February 12, 2026

Time 11AM

Location: LLC2

BrandHER Lab: Creator to Curator Building a Creative Brand in the Age of AI

According to former Amazon CEO Jeff Bezos "Your brand is what people say about you when you are not in the room"

Your brand is how you tell your story and if you do not manage and maintain it, others will tell your story for you. Your digital brand is the foundational data set that trains how AI perceives and communicates your value.

This interactive info session is designed for creative majors interested in shaping a compelling personal brand using next generation AI tools. Students will explore how AI can enhance their creative process, transforming complex ideas into clear narratives, visual concepts, and strategic brand elements. The session emphasizes the shift from simply creating to curating a distinctive brand identity that reflects each student's unique voice and professional aspirations.

Participants will learn how to use AI to develop brand messaging, visual direction, and positioning, and will then refine their work through human creativity and strategic thinking.

Who Should Attend:

Creative arts, design, media, marketing, communication, and business-oriented students seeking to elevate their professional presence.

What Students Will Gain:

A polished, one page brand board they can use in portfolios, internship applications, or interviews that will capture who they are and how they want to show up in the industry.

Why It Matters:

In today's creative landscape, storytelling, brand trust, and strategic clarity are essential. Mastering AI driven brand development equips students with future ready skills applicable across every creative field.



Michaelangelo Maurice "Valentino" Hayes

<https://valentinosworkshop.com>

<https://valentinosrequiem.org>

Michaelangelo Maurice Valentino Hayes, creatively known as Maurice Valentino, is a Baltimore native poised and motivated to change the world through entrepreneurship, community programming anime, Hip Hop and gaming. Graduating salutatorian of his class in 2012 after facing a divorced home, evictions, poverty, and domestic abuse, Michaelangelo attended and graduated from the historic 150th class of Morehouse College in 2017 (Atlanta, GA).

Achieving a plethora of lifetime accomplishments at Morehouse such as becoming the youngest Resident Advisor in Morehouse history to win the Program of the year award and creating a Freshman support program officially integrated into Morehouse's core curriculum, Michaelangelo would go on to attend Bowie State University, Johns Hopkins University, and Harvard University for post-graduate schooling. His domestic abuse he incurred in his home life post-graduation of Morehouse spurred him to create global impact with his platform and initiatives, and he has spent the last 8 years doing so with his businesses, non-profit programs, and versatile skillset. He has done a TED Talk on Hip and Neurology, spoken at Harvard University on Hip Hop and Anime in Education, coordinated a business making 3.5 million dollars in funding and scholarships for families and businesses across the globe, toured the country of China due to his rap musical prowess, led the largest all-Black competitive Pokémon group in the world, and many more feats towards liberating all types of people anywhere across the world.

His next adventure is making sure others have the tools they need to continue their own adventures.

Wednesday, February 11, 2026

2:30 PM

Manley Atrium

Upping Your Game: Career Tips for Professional Work in Esports Organizing, Esports in Academia Esports Tournament Organization, and Esports in Conventions

Using my expertise with esports (hosting, tournament organization, professional tournaments, scholarships), I will host a quick how-to panel on how to break into the Esports industry as people of color at major US conventions, corporate platforms, and in one's local community economy. The event will include tournaments of Mario Kart 8 Deluxe, Pokémon Scarlet and Violet, and Super Smash Brothers Ultimate. Those who participate in tournaments with 4 or more individuals will receive prizes from Valentino's Workshop.

Interviews for summer internships and decisions with Valentino's Workshop LLC, Valentino's Requiem, and/or The Tajiri Region will be done on the spot for those wanting to break into the Esports industry.



Blanca Burch
AI Innovation Scholar
<https://www.linkedin.com/in/blanca-burch/>

Spelman College Alumna

I am the founder of Culturally Kreative, a publishing company that brings augmented reality and virtual reality experiences to children's books and graphic novels.

I am passionate about working with emerging technology to tell stories of communities in an easily digestible format. This involves not only augmented reality and virtual reality but going into maker spaces and merging traditional visual arts with technology (such as laser cutting, 3D Printing, etc.)

Wednesday February 11, 2026
1PM
LLC2

AI for Creatives

A workshop and talk around how you can leverage AI to optimize your portfolio and/or resume