



Mackinac
POLICY CONFERENCE

THE
POWER
OF



2023 WRAP UP

The Detroit Regional Chamber's 2023 Mackinac Policy Conference brought together more than 1,500 statewide leaders to engage in critical conversations on creating healthy, productive tension among leaders with different points of views when it comes to Michigan's greatest issues and opportunities. Matt Elliott, 2023 Conference Chair and President of Bank of America Michigan, brought dynamic energy to the Conference planning and unity under the Conference theme, the **"Power of &,"** which highlighted the different ways Michigan can benefit from the "and" approach instead of "either or" for policy solutions.

Key Attendance *Highlights*



Total Conference Attendees



Top-Tier Executives



Elected Government
Leaders



Working Media From Print,
Digital, and Broadcast Outlets



Conference *By the Numbers*

Nearly **90** speakers were featured at the Conference.

5 Conference speakers were nationally recognized.

93% of attendees surveyed indicated that they received value for their time and financial commitment.

100% of attendees surveyed rated the Conference as “excellent” or “good”.

More than **75 sponsors contributed** to provide a world-class experience to 1,531 attendees over four days.

Eight sponsors hosted popular sessions that contributed significantly to key conversations pertaining to the “Power of &.”

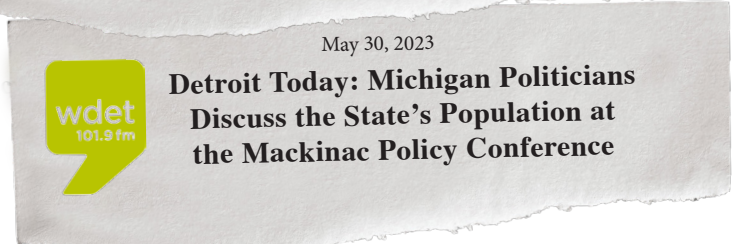
Sharing the Conference *Beyond the Island*

- #MPC23 trended nationally on Twitter throughout the four days of the Conference.
- The Conference was viewed nearly 33,571 times on Detroit Public Television's online and on-air platforms, with approximately 64,000 people reached through social media.
- Three special edition eDetroitter newsletters were sent to nearly 11,600 people between Wednesday and Thursday, recapping Conference highlights.



Media Coverage

- 121 credentialed journalists representing print, digital, and broadcast media outlets attended the Conference.
- More than 1,400 instances of earned media.
- The Conference received coverage from Axios, BridgeDetroit, Crain's Detroit Business, Detroit Free Press, The Detroit News, Detroit Public Television, Michigan Chronicle, WDET 101.9 FM, WDIV-TV, WJR, WWJ-AM, WXYZ-TV, and more.





Diamond



**Blue Cross
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of Michigan

Nonprofit corporations and independent licensees
of the Blue Cross and Blue Shield Association



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A Partner With Communities Where Children Come First



Platinum



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MHA
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Gold

Bank of America
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Comcast Business
Community Foundation for
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Deloitte
Delta Air Lines
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Meta
Michigan Central
Michigan Manufactured Housing,
RV, and Campground Association
Michigan State University
Michigan State Housing
Development Authority
The Skillman Foundation
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Walker-Miller Energy Services, LLC



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Accenture
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Business
CVS Health
Denso
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GS3
HAP
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Let's Detroit
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MGM Grand Detroit
Michigan Realtors
Nexteer
Plunkett Cooney
Priority Health
PwC
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Southfield City Centre
Toyota
University of Michigan
Visit Detroit
Warner Norcross + Judd LLP



Silver

Corewell Health
Creative Day Technologies
Delta Dental
Detroit Public TV
Henry Ford Health

The 2024 Mackinac Policy Conference will be held **Tuesday, May 28, through Friday, May 31, 2023.**

Registration will open in
November 2023.

Secure your first right of renewal for the 2024
Mackinac Policy Conference by contacting
Jim Connarn at jconnarn@detroitchamber.com.