



2025 Pitch Deck Presentation

Prepared By:

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Delivering Excellence in the
Global PR Landscape



Back2BackPR Global[©]

Executive Summary

Back2BackPR Global, led by Executive Producer Dr. Carol Crawford, is a prominent agency in the Gospel and Christian music industries, established in 1989. The agency focuses on building connections and promoting unity in these industries worldwide.

Gospel and Christian artists often face challenges in gaining industry recognition and support. Back2BackPR Global addresses this by offering a comprehensive range of services that enable artists to navigate a competitive landscape.

International Music Summit The flagship event, the International Music Summit, is an annual gathering held in various countries, facilitating networking, knowledge-sharing, and collaboration. This Summit bridges cultural and professional exchanges between the UK, USA, and the broader global community.

Back2BackPR Global provides business training, performance opportunities, public relations, artist representation and bookings, and strategic consultations. By offering these services, the agency equips artists with the skills and connections they need to thrive.

With over three decades of experience, Dr. Crawford and her team strive to make a lasting impact on the Gospel and Christian music community by connecting and supporting artists and industry professionals worldwide. Through continuous innovation and commitment, Back2BackPR Global has become a trusted representative for numerous artists.



Our CEO Profile



Dr. Carol Crawford Danner

CEO & Founder

Visionary Leader in Strategic Partnerships and Talent Development

Dr. Carol Crawford Danner is a transformative leader with over a decade of experience orchestrating high-impact events, building multimillion-dollar partnerships, and driving organizational success across corporate, nonprofit, and entertainment sectors. With expertise in event strategy, stakeholder engagement, and team leadership, she has managed everything from intimate gatherings to international conferences, delivering seamless execution and exceptional results.

A skilled communicator and relationship builder, Dr. Danner has cultivated strategic alliances with high-net-worth donors, corporate partners, and faith-based organizations, ensuring long-term collaboration and mutual growth. Her financial acumen is demonstrated by her success in creating and managing budgets to maximize ROI while fostering innovation and efficiency.

Recognized for her excellence and influence, she was awarded the President's Lifetime Achievement Award for Community Service (2023) and named a Trailblazer in the Independent Gospel Industry (2024). She holds an honorary Ph.D. in Entertainment & The Arts (2023) and a Bachelors Degree in Business Administration with a minor in Accounting (London, England, 1981).

Dr. Danner's leadership extends to mentoring the next generation as a Grammy U Mentor and a key figure in international gospel music organizations. Her technical expertise includes proficiency in Microsoft Office, CRM systems such as Blackbaud and Dynamics 365, and event-focused platforms like Delphi. A visionary with a global impact, she is committed to creating opportunities, fostering collaboration, and driving excellence in every endeavor.

SUMMARY OF PROFESSIONAL QUALIFICATIONS - Part I



Dr. Carol Crawford Danner
CEO & Founder

Dr. Carol Crawford Danner is a seasoned professional with extensive expertise and recognized for her leadership, innovation, and commitment to excellence as follow:

- Over a decade of experience in planning, organizing, and executing a variety of events, ranging from small-scale meetings to large, international conferences.
- Skilled in cultivating and maintaining relationships with high-net-worth donors, churches, and corporate partners.
- Experienced in leading and mentoring diverse teams. Successfully managed teams in achieving goals, fostering a culture of collaboration and excellence.
- Effective communicator with experience in engaging a variety of stakeholders, including donors, senior executives, and team members. Proficient in creating compelling marketing materials and presentations.
- Highly organized with strong administrative abilities, adept in scheduling, project management, and efficient resource management.
- Experienced in budget creation and management, ensuring cost-effective event planning and maximizing return on investment.

KEY SKILLS AND COMPETENCIES:

Event Planning and Execution

Account Management

Team Leadership and Planning

Budget Planning and Vendor Management

Strong Organizational & Administrative skills

Stakeholder Communication

Talent Acquisition Partner

EDUCATION & QUALIFICATIONS

Doctor of Philosophy (PhD) in Entertainment & The Arts 2023

Bachelors Degree in Business Administration, London, England, 1981

Minor in Accounting London, England, 1981

SUMMARY OF PROFESSIONAL QUALIFICATIONS - Part II



Dr. Carol Crawford Danner

CEO & Founder

PROFESSIONAL DEVELOPMENT & AWARDS:

The President's Lifetime Achievement Award for Community Service, 2023

Trailblazer in the Independent Gospel Industry, Women's History Month, April 2024

CERTIFICATIONS AND TECHNICAL SKILLS:

Proficient in Microsoft Office Suite (Excel, Word, Publisher, PowerPoint, Outlook)

Experienced in Lotus 1-2-3 and Vizio

Knowledgeable in Hotel Sales System – Delphi (2004)

CRM Systems: Blackbaud and Dynamics 365

CERTIFICATES OF MASTERY:

High Performance Communication

Self-Management

Leading Teams

People Styles of work

MEMBERSHIPS:

Auburn Washington Chamber of Commerce

National Alliance of the Gospel Music Workshop of America

The Gospel Music Association

The Recording Academy of the Grammys

Stellar Awards Gospel Music Academy

Gospel Music Industry Association UK

PRS UK

Songtrust US

National Association of Gospel Radio

VOLUNTEERISM:

2nd Vice Chair of the National Alliance of the GMWA (2024, 2025)

Grammy U Mentor, Recording Academy

UK & USA Mentor for the French Gospel Association

Arts Commissioner, Auburn Washington (2025)

Company Value

At Back2BackPR Global, we value integrity, innovation, and excellence in every aspect of our work. We are committed to empowering our clients by crafting impactful publicity and promotional strategies that elevate their brands and amplify their voices. Collaboration and authenticity are at the heart of what we do, fostering meaningful connections that drive success. We believe in a global perspective, embracing diversity and inclusivity to deliver results that resonate across cultures and audiences. At Back2BackPR Global, we are passionate about turning visions into realities and creating lasting legacies for our clients.

01

Collaboration

Working together as a team, valuing diverse perspectives, and fostering a culture of cooperation and inclusivity.

02

Accountability

Taking ownership of our actions and responsibilities, delivering on commitments, and learning from mistakes.

03

Client Focus

Putting the needs and satisfaction of clients at the forefront of decision-making, providing exceptional service.

Why We Do What We Do ::::

The Client

We strive to empower our clients by amplifying their voices, elevating their brands, and helping them achieve their goals with tailored, results-driven strategies.

The Community

We are dedicated to creating meaningful connections that inspire, uplift, and make a lasting positive impact on the communities we serve.

The Collaborators

We value our collaborators as essential partners, fostering trust, innovation, and synergy to deliver excellence together.



Revenue Growth

Deliver exceptional publicity and promotional strategies that empower our clients to thrive. Our mission is to expand our global footprint by cultivating strong, authentic connections across diverse markets and industries. By leveraging innovation, collaboration, and cultural inclusivity, we aim to amplify our clients' voices on an international stage.

Market Leadership

Deliver innovative, results-driven publicity and promotional solutions that set new standards in the industry. Our vision for global expansion is rooted in building a strong, diverse network, fostering cross-cultural connections, and embracing emerging trends to stay ahead in a dynamic marketplace. By prioritizing excellence, authenticity, and tailored strategies for each client, we aim to become the go-to partner for brands seeking to make a lasting impact worldwide.

Employee Engagement

We recognize that employee engagement is the foundation of our success and critical to our global expansion. We are committed to fostering an inclusive, collaborative, and empowering work environment where every team member feels valued, inspired, and motivated to contribute their best. Engaged employees drive creativity, strengthen client relationships, and fuel the growth necessary to expand our impact across global markets.

Global Expansion

We are committed to understanding diverse cultural landscapes, allowing us to craft tailored solutions that resonate with audiences around the world. By building strong, cross-border partnerships and continuously adapting to emerging trends, we plan to expand our presence and impact globally. Our focus on excellence, authenticity, and collaboration ensures that we can support clients in achieving success in a rapidly evolving global marketplace.

The International Music Summit



The International Music Summit for Independent Creatives is an exciting opportunity for individuals who are passionate about music and interested in learning more about the business side of the industry. This International Music Summit will serve as a platform for further education, providing attendees with valuable insights and knowledge that can be applied to their careers in the music industry.

The International Music Summit is a must-attend event for anyone looking to further their education and career in the music industry. With expert speakers, valuable insights, and networking opportunities, this Summit is sure to be a game-changer for independent creatives looking to make their mark in the industry.

The International Music Summit activities will provide benefit to a wide range of people, including youth, adults, and industry personnel, practitioners and music supporters. We will create opportunities for learning, growth, and personal development.

One of the key benefits of attending this International Music Summit is the opportunity to learn from industry experts who will be sharing their experiences and knowledge on a wide range of topics. From marketing and promotion to music licensing and distribution, there will be a wealth of information available to attendees that can help them navigate the often complex world of the music industry.

In addition to the educational aspect, the International Music Summit will also provide attendees with the opportunity to network with other independent creatives in the industry. This can be an invaluable opportunity to make connections and build relationships that can lead to future collaborations and career opportunities.

Key Outcomes and Achievements



Creating Sustainability

- Global Fertilization: The International Music Summit fostered sustainable international relationships by enabling collaboration across borders, supporting the global growth of Gospel and Christian music.

Collaborations

- The International Music Summit successfully connected artists and producers across regions, resulting in collaborative efforts on various projects. Highlights include:
 - Charles Moorer (USA) and Priscilla (UK): Collaborating on new music, combining their unique styles.
 - David Bubbah Dickens, Michael Boykin, Derek "The Change Man" Smith, and Marquees: Working on a "Banquet and Song" project.
 - Pastor Wendy Peterson (USA) and Producer Kezia Job (UK): Partnering to create and release new music.
 - Janice Lary and Roderick Shepherd: Engaging in cross-border collaboration to broaden their creative reach.
 - The International Music Summit has developed Country Ambassadors in Canada, Barbados, Antigua,
 - The International Music Summit now collaborates with the French Federation of Gospel
- These collaborations also extended to using Summit-provided resources like producers, metadata/distribution services, and marketing support.

Royalties

- Significant Earnings for Artists: Cedric Hester of MG Music Group received the "largest royalty check" he has had from the UK, highlighting the Summit's role in helping artists achieve financial success through radio play and international exposure.

Interviews in the UK

- Media Exposure: Dr. Monica Butler (USA) was interviewed on TBN UK through Summit panelist Sandra Godley (UK), as well as many other artist interviews, showcasing the Summit's role in promoting artists across various media platforms.

Launch of New Artist Directory

- During the 2023 Summit, Back2BackPR Global launched a new Artist Directory, providing a valuable resource for connecting artists, producers, and industry professionals globally.

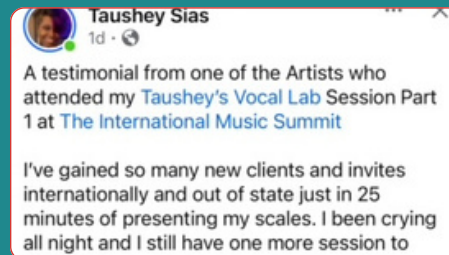
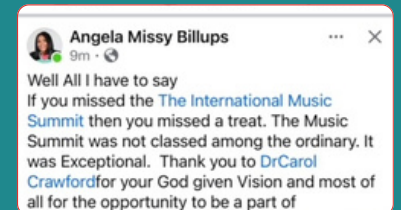
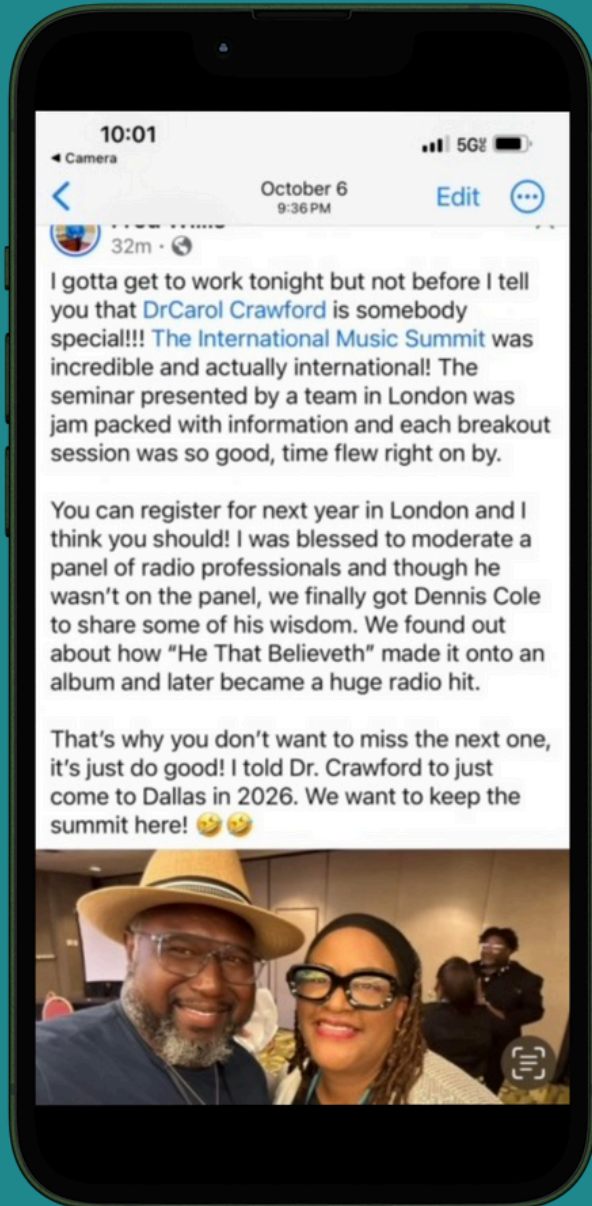
Relocation

- International Relocation: A friend of participant Tranzpar3nt, who attended the Summit in 2019, has since relocated to the UK, showing the event's impact on both career and personal decisions.

CONCLUSION

The International Music Summit not only achieved its primary objectives of fostering collaboration and supporting artist growth but also led to tangible outcomes like royalty earnings, management deals, and new cross-border partnerships. The launch of the Artist Directory and media opportunities further solidify the Summit's influence in empowering Gospel and Christian artists worldwide. This reflects the positive impact and accomplishments resulting from the International Music Summit.

WHAT OUR DELEGATES ARE SAYING...



REGISTER NOW

www.theinternationalsummit.com

Contact :::: Information

We look forward to the journey ahead, where
we can turn our shared vision into reality.



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