Adweek Together: The Future of Black Influence

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2 hours ago
Brandi Riley helped inspire this opinion piece apologizing on behalf of the influencer industry to Black creators.

In this week's episode of Adweek Together, Riley shares her perspective on what marketers can do to partner with creators as the industry continues to evolve with current times. What conversations need to be had? What needs to be changed on platforms to address bias?

> *Thank you for your Black Lives Matter graphic. May I please see a picture of your executive leadership team and company board?*
>
> *— Brandi Riley (@BrandiJeter) June 2, 2020*

Adweek Together is a weekly discussion at noon ET, hosted by our editors along with the leaders of the companies we cover, seeking guidance, solutions and information—together. Today's episode is brought to you by the Institute for Brand Marketing, a first-of-its-kind professional development program specifically designed for marketing and advertising professionals, created in collaboration with IBM Watson Advertising and Adweek. For inquiries and feedback, email us at adweektogether@adweek.com.

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