



Smart meetings  
Presents the 9th Annual

# Smart Woman Summit 2024 & Awards Gala

Winners Revealed

**Entrepreneur  
Awardee**

# Smart Woman Summit 2024 & Awards Gala



Winners Revealed

**Lucretia Williams, NMSDC, MBE, WBENC, WBE, SBA WOSB**

President, CEO, **Distinct Event Planning, LLC**

**Innovative, Empowering, Tailored**

**Moment I Knew I Belonged in the Meetings Industry:** The defining moment of truly belonging in the meetings industry was during a large-scale corporate event I planned and executed. As I watched everything unfold seamlessly, with attendees deeply engaged and the client visibly satisfied, I felt a profound sense of accomplishment. It was more than just the success of the event; it was the realization that I had created an experience that resonated with everyone involved. This event was a culmination of my skills, creativity, and passion, and it solidified my place in the industry as a professional who could not only envision but also bring to life extraordinary events. This was the moment I knew I was exactly where I was meant to be.

**Welcoming Strategy:** To make everyone feel welcome, I prioritize inclusivity and empathy. At the heart of my approach is active listening, ensuring each team member, event participant and individual in life feels heard and valued. I embrace diversity in ideas and backgrounds, fostering an environment where everyone can contribute uniquely. By tailoring experiences to reflect varied needs and perspectives, I create a sense of belonging and connection. This inclusive atmosphere extends beyond professional settings, as I believe in nurturing relationships with kindness and respect, making inclusivity not just a practice, but a fundamental aspect of my personal and professional ethos.

**Next Goal:** My next goal is to expand the reach and impact of the **EmpoWERed Women Society**, with a focus on building a global network of women entrepreneurs. This involves creating more robust online platforms and resources that can be accessed worldwide, fostering a broader community of like-minded, faith-driven women. The aim is to not only connect these women but also provide them with practical tools and knowledge to grow their businesses. By doing so, I hope to empower more women to achieve their entrepreneurial dreams, breaking barriers and making a significant, positive impact in diverse communities across the globe.

