TOLGI · COURAGE STUDIO · THE FIRST EXPERIENCE

# DECEMBER is a gift.

A gift of self-love, acceptance, and starting new chapters.



Dr. Allana Da Graca - your host




Spark - the Courage Studio avatar

Two rooms before the year ends. Come to be **heard** on December 12. Come to be **seen** on December 18. Or step onto the stage yourself - speakers and studio members are being welcomed right now.

### Sat, December 12 · Virtual

**Who Has the Mic? Courage Amplified**

8:00 AM - 1:00 PM EST · Speakers wanted

### Fri, December 18 · Live in the DMV

**The Courage to Be Seen**

6:30 - 9:00 PM ET · Studio members wanted

**Comment DECEMBER on Instagram @drdinspyre and this packet lands in your DMs**

THE INVITATION

# What December is - and why it exists

December is not two more events on a calendar. It is a curated experience where you are not a passive viewer - you are an active, engaged participant in a room built for your next chapter, with the courage to build your boss without apology.

> *"I watched leaders who had carried companies, teams, and families finally tell the truth about where they were. No performance. No perfection. No cape. Just honest voices in a safe room - and in that honesty, something lit up in every single one of them. That was when I realized: courage is the common denominator for success."*
>
> *- Dr. Allana Da Graca, on how Courage Studio was formed*

**01**

### Move First

Clarity comes from movement - never before it. December 12 turns the idea you have been sitting on into a voice, a plan, and a first step.

**02**

### Be Seen

Courage is telling the truth about where you are. December 18 is a filmed, live room where entrepreneurs and poets are witnessed - on purpose.

**03**

### Stay

Starting is a moment; courage is staying. Both rooms are the on-ramp to the monthly Courage Studio room and the March 2027 flagship launch.

### What will actually happen

**On Dec 12 (virtual):** you will learn practical AI tools, work through the CLICK Model for business communication, shape your story in a live lab, and leave with a 30-day action plan - not just inspiration.

**On Dec 18 (live in the DMV):** you will experience holiday spoken word, an author chat, a creative showcase, and real networking - and if you join as a studio member, your own filmed "My Courage Moment" reflection.

**After December:** every participant gets a personal follow-up within 48 hours - Courage Studio membership as the starting point, and by fit, Business Communication Mastery or the Conference-in-Your-Pocket course.

THE PROFESSIONAL UNIT

## You will not be in the room alone




The professional unit - leaders, founders, executives, and creatives, each in a different moment of building.

December is built for high-level people in real moments of work - the leader at her laptop, the executive with his notebook, the strategists at the whiteboard. Dr. Allana leads the room, and Spark rides along with her reminder: "you got this!"

YOUR HOST

# Who Dr. Allana is - and the impact behind the room

**Dr. Allana Da Graca** · Speaker · Author · Founder, Turning On The Lights Global Institute (TOLGI) · "Dr. Spark" - @drdinspyre

Dr. Allana did not choose entrepreneurship the way people think. After being laid off from a position she had held for almost a decade, she was scared - and that was the day her upgrade began. One night in 2018, she pressed "go live" on Instagram. One live moment grew, over nine years, into an institute, a conference, five books, and work that has impacted thousands of leaders, founders, executives, and creatives.

She grew up in Roxbury, Boston - bussed to an all-white school during integration, and rose to become an intellectual and college leader. Emerson College (New Media). Doctoral research on student persistence and self-concept. TEDx speaker. She speaks to executives and global leaders about the one thing that moves everything: courage.

She founded the International Women Build Confidence Conference (IWBCC) - running since 2018, 8th annual held in Washington, DC, June 19-20, 2026 - and Courage Studio, a safe, high-level room for accomplished leaders ready to write a new chapter, tell their story, build their network, and bring their solution to the world.

| 2018 | 5 books | 8 years | Thousands |
|---|---|---|---|
| TOLGI founded - one Instagram Live | 3 poetry + 2 self-help, all on courage | of IWBCC - 8th annual, DC, June 2026 | of lives impacted across her platforms |

Her books: *Tomorrow Can't Wait* · *A Chronicle of a Poet* · *Sidonia's Chronicles* - poetic monologues of overcoming, self-care, self-love, and self-compassion. Her method in every room: Learn. Connect. Activate.

> *"You are not stuck. You are sitting on it. Move first. Be seen. Stay."*

ROOM ONE · VIRTUAL

# Saturday, December 12 - Who Has the Mic? Courage Amplified

**8:00 AM - 1:00 PM EST · Live online.** A one-day virtual summit on AI tools, the CLICK Model, storytelling, and networking. Your voice belongs in the conversation. Leave heard, connected, and equipped - with a plan. **Speakers are being selected for this stage now.**

| | |
|---|---|
| 8:00 AM | **Opening - Who Has the Mic?** Dr. Allana sets the room: why your voice, why now, and how the day works. Cameras on - this is a participatory room. |
| 8:30 AM | **Keynote - The Courage to Begin Again.** Dr. Allana's story from layoff to TOLGI, and the framework behind Courage Studio. |
| 9:15 AM | **AI Tools Workshop.** Practical AI for communication, content, and productivity - learn the pivot with human connection at the centre. Bring one real task from your business. |
| 10:15 AM | **The CLICK Model - Business Communication.** A clear model for being understood, remembered, and chosen - in the room and online. |
| 11:00 AM | **Speaker Stage + Storytelling Lab.** Selected December speakers take the mic, followed by live story-shaping: turn your experience into a story that moves people. |
| 11:45 AM | **Connection Rooms.** Facilitated networking in small rooms - meet collaborators, clients, and courage partners. Active and engaged, never passive. |
| 12:30 PM | **Your 30-Day Action Plan + Close.** Leave with one named goal, your next action, and your 30-day plan. Personal invitation to December 18 for those joining live in the DMV. |

Connection **$27** | Holiday VIP **$67** | Power VIP **$97**

Power VIP includes the Digital Courage Storytelling & AI Action Workbook, session recordings, a 30-day action plan, and a post-summit group implementation session with Dr. Allana. Reserve a seat at tolgispark.com/events.

### Want the mic? Apply to speak.

Share a talk, tool, or story on the virtual stage. Best for leaders, founders, and experts with one clear, generous teaching - or a courage story with a lesson inside it. Use the application on the last page.

ROOM TWO · LIVE IN THE DMV

# Friday, December 18 - The Courage to Be Seen

**6:30 - 9:00 PM ET · Live in the DMV** (venue details shared upon registration). Holiday Spoken Word, Author Chat & Creative Showcase. A small, curated, filmed room - 30 people in total - where studio members are part of the experience, not just the audience. Entrepreneurs and poets in one room, brave enough to be seen.

| | |
|---|---|
| **6:30 PM** | **Doors, Networking & Community.** Check in, pick up your connection card, visit the book table, and meet the room. |
| **7:00 PM** | **Opening + Courage Studio Activation.** Dr. Allana opens the night and leads the signature activation - the moment the room exhales and tells the truth. |
| **7:20 PM** | **Holiday Spoken Word - Featured Poets.** Featured poets take the stage. This is not "a poetry night" - it is the power of using your voice, live. |
| **7:50 PM** | **Author Chat.** Dr. Allana on her books - *Tomorrow Can't Wait*, *A Chronicle of a Poet*, *Sidonia's Chronicles* - and the courage chapters behind them. Book table open after. |
| **8:20 PM** | **Creative Showcase + Studio Member Moments.** Showcase performances and filmed "My Courage Moment" reflections from studio members. |
| **8:45 PM** | **Closing - Your Next Chapter.** The invitation forward: Courage Studio as your starting point, every month. Final connections before the room closes. |

Early Bird **$19.97** | General Admission **$97** | Pearl **$197**

Early Bird: first 20 tickets or until November 30. Pearl: live attendance + two months of digital immersion + session notes.

### Want to be in the experience? Apply as a studio member.

Join as a studio member: filmed, featured, and connected. Founding studio-audience members join with no fee and invite 2 guests as a thank-you. Brand mentions include the newsletter and the new Tolgi Courage Studio Facebook group. Use the application on the next page.

THE FIRST EXPERIENCE APPLICATION

# Apply to join December

One application for both rooms. Fill it in, then email a photo or scan to **subscriber@tolgispark.com** with the subject "December First Experience Application." Latia follows up within 24 hours; Dr. Allana replies personally to speaker and studio-member applications.

**I am applying as a:** ☐ Speaker - Dec 12 Virtual ☐ Studio Member - Dec 18 Live ☐ Attendee - send me seat details

**Full name ***

**Email ***

**Phone (for day-of details)**

**City / State**

**Company / Brand / Organization**

**Website or best social link**

**Your title - who are you in this season?**

## For Dec 12 speakers

**Proposed talk title / topic, and the one takeaway the room will leave with**

**Format: keynote (15-20 min) / workshop (25-30 min) / story + lesson (10-15 min) / panel / open to what fits - and a speaker reel link if you have one**

## For Dec 18 studio members - your three whys

**Why do you want to be in this room? ***

**Why now - why December? What are you ready to be seen for?**

**Why you - what do you bring to the room? Plus: two guests you would love to invite, and your "My Courage Moment" in one line**

Studio members are filmed. Selected members receive a contributor note covering filming consent, content, and media use before the night. Founding studio-audience members: no fee to join, in exchange for inviting 2 individuals.

☐ I understand the TOLGI team will follow up personally within 24 hours, and if Dec 18, that the evening is filmed.

**Send to subscriber@tolgispark.com · Seats at tolgispark.com/events · 781-957-8603**