



ISAAC FLOYD

2021 EXHIBITION KIT



IKONIC BODY

ABOUT

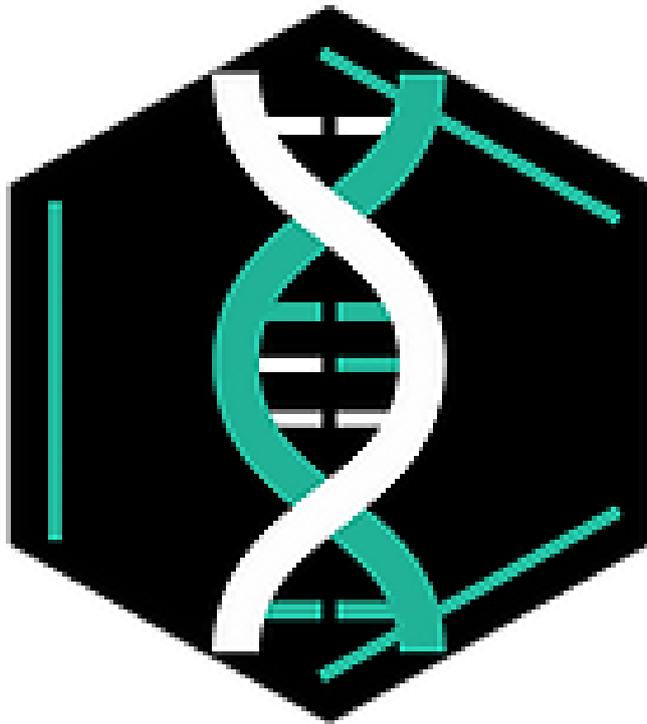
IKONIC Philosophy:

Many people feel like they have to choose between eating “healthy” and “enjoying their food”, we know there is a “golden spot” where these two areas overlap. We create user-friendly solutions to help people build their nutritional self-efficacy.

IKONIC Vision:

IKONIC provides research-based nutrition, fitness and health solutions to the community by way of live culinary events, seminars,

speaking engagements, and premium multi-media content, just to name a few.



IKONIC Mission:

Ikonik Body has core competencies in nutrition, marketing and content creation

to support production of cutting-edge and easily deliverable nutrition solutions and content experiences to individuals and corporate partners.

MEET ISAAC



Isaac Floyd is an award-winning food scientist, corporate chef, activist and college professor.

He has earned innovation and civic engagement awards for his work in nutrition

including his original research exploring the cultural influences of nutrition behavior in the Black community.

Isaac has also conducted research with Fortune 500 companies including Nestlé and Gatorade, and consults with private clients, including professional athletes and tv personalities.

For over eight years, Isaac has worked on nutrition programs and strategies for companies and individuals from California to Paris, France.



MEET ISAAC



Coming from a background in nutrition science at Kent State University, Isaac has worked on science and technology teams in high-tech food laboratories, and currently serves as a Nutrition Scientist for the digital nutrition platform IKONIC Body

From analyzing plant-based protein alternatives to improving the flavor and texture of food, he has a diverse experience optimizing foods to improve health & wellness and provide delicious experiences to people across the globe.

Some career highlights include his award-winning cultural nutrition research at Kent State University, and modeling in commercial shoots for the PBS television network and online editorial magazines. Some of Isaac's community involvement includes the Lebron James Family Foundation, the King Kennedy Community Center and the Obama Foundation.

RECENT COLLABS



VALENCIA COLLEGE



UNIVERSITY OF
CENTRAL FLORIDA

MEDIA SAMPLES



Click to watch media samples

RECENT EXHIBITIONS



- **TRIYO Fitness**

Meal Planning for “Hard Gainers” (Ectomorphs)

- **Valencia College**

The Success Diet (Cooking Demo & Seminar)

- **Valencia College**

Functional Foods (Cooking Demo & Seminar)

- **Valencia College**

Soul Food Remixed (Cooking Demo & Seminar)

- **Washington State Presbyterian Church**

Soul Food Remixed (Cooking Demo)

- **BURN Bootcamp- Apopka**

Special topic presentation: Nutrition & Aging

- **Jack & Jill of America**

Cooking Demo: Heart Healthy Cooking for Kids

- **BURN Bootcamp -Apopka**

Special topic presentation: Nutrition & metabolism for athletic populations

- **Avalon Inn & Resort**

Health conference: Healthy Heart, Healthy Living

- **Once in a Lifetime Events**

Special event: Multiple Sclerosis Masquerade Ball

- **Kent State University**

Networking event: Find Your Niche

- **One Health Youngstown**

Cooking Demo: WKBN News D.A.S.H. Diet Seminar



Soul Food Remixed

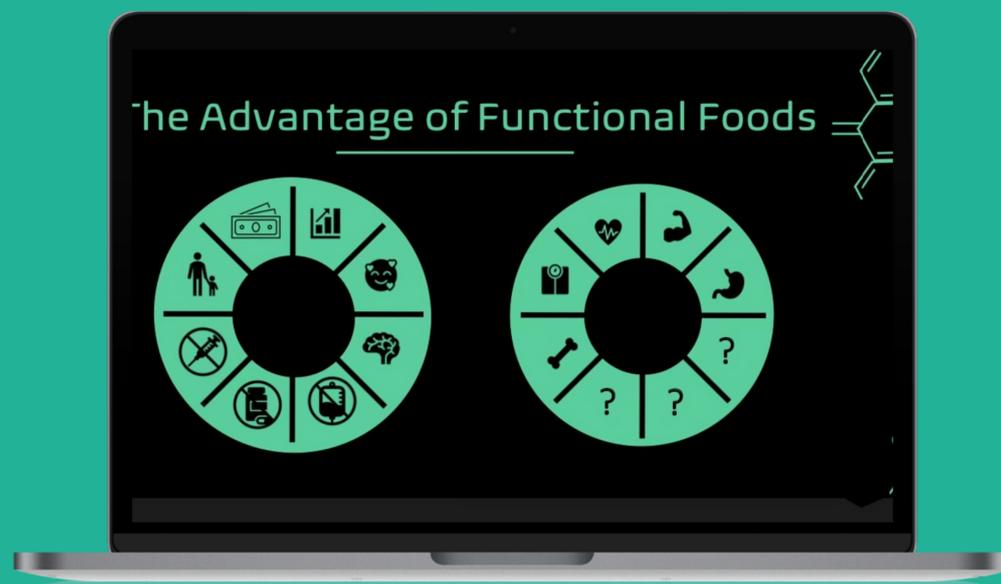
- Education on **statistical analysis** of African Americans and health indicators such as **blood pressure, heart disease, and stroke**
- Focus on **Black history in America** and its **link to health disparities**
- Emphasis on **building nutritional self-efficacy** to **increase longevity and quality of life**
- Analysis of factors **influencing nutritional self-efficacy** such as **marketing, cultural identity, and food stereotypes**
- Intersection of **food enjoyment** and **food quality** through **cooking demo and education**





Functional Foods

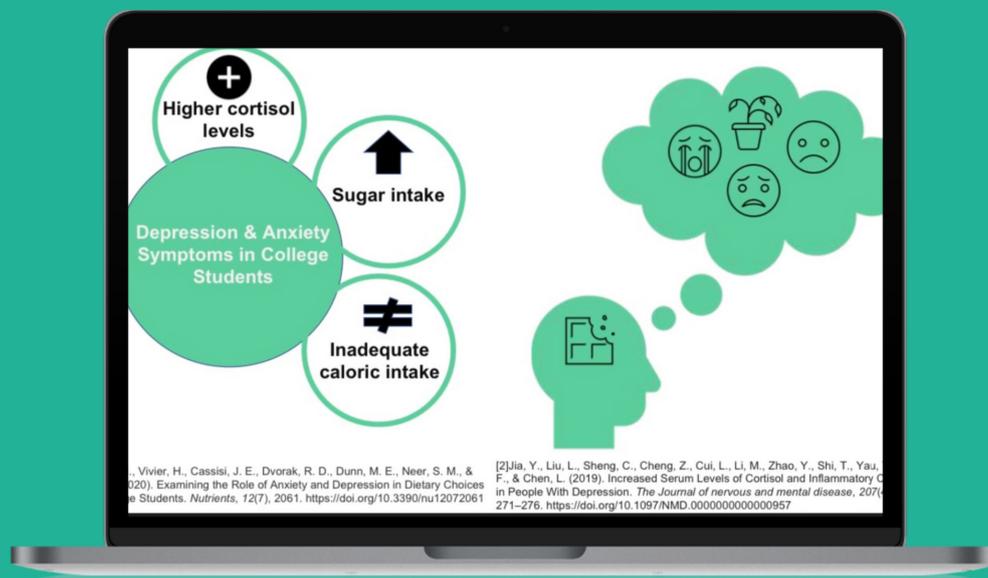
- Identify functional foods as foods possessing potential **health/therapeutic benefits beyond basic nutrition**
- Grasp concept of **bioactive compounds** and the role as **molecules that can present therapeutic potential**
- Differentiate between **basic and essential nutrients** of carbohydrates/fats/proteins versus functional and essential nutrients such as vitamins/minerals/fiber/omega fatty acids
- Practice labeling foods on a scale of "**basic**" and "**functional**" nutrition
- Comparison of **American diet with diets of the most malnourished countries in the world**





The Success Diet

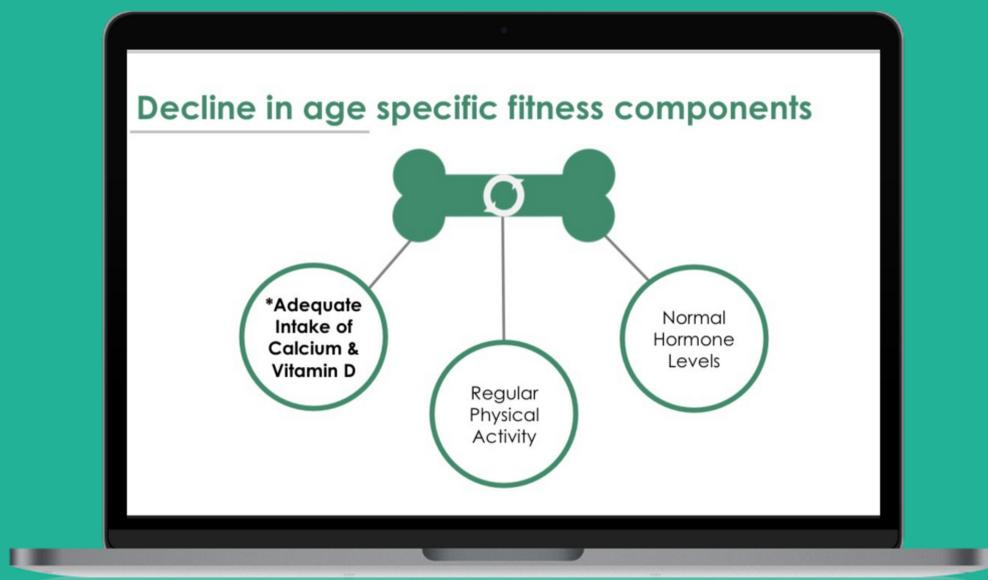
- Ability to define **"nutritional gatekeeper"** and comprehend the role of **controlling nutrition for personal health**
- Recognize **nutrition as a form of self-investment** in terms of **cognitive and physical health** (also as a preventative health measure)
- Develop **tangible skills on grocery store navigation** and consumer psychology tactics
- Comprehend **basic nutrition concepts** of proteins, fats, and carbohydrates with basic understanding of **healthy sources of each macronutrient**





Nutrition and Aging

- Focus on **age specific fitness components** (bone mass/density, muscle mass, immunity) and internal physiological deterioration
- Recognition of **key nutrients in support of bone health**
- Ability to define "**antioxidant**" and grasp relationship of **free radicals and aging**
- Understand the difference in potency of a **biodiverse diet versus supplementation**
- Learn various ways to incorporate **protein into diet** as well as recommended **portion sizes**





Conscious Cooking

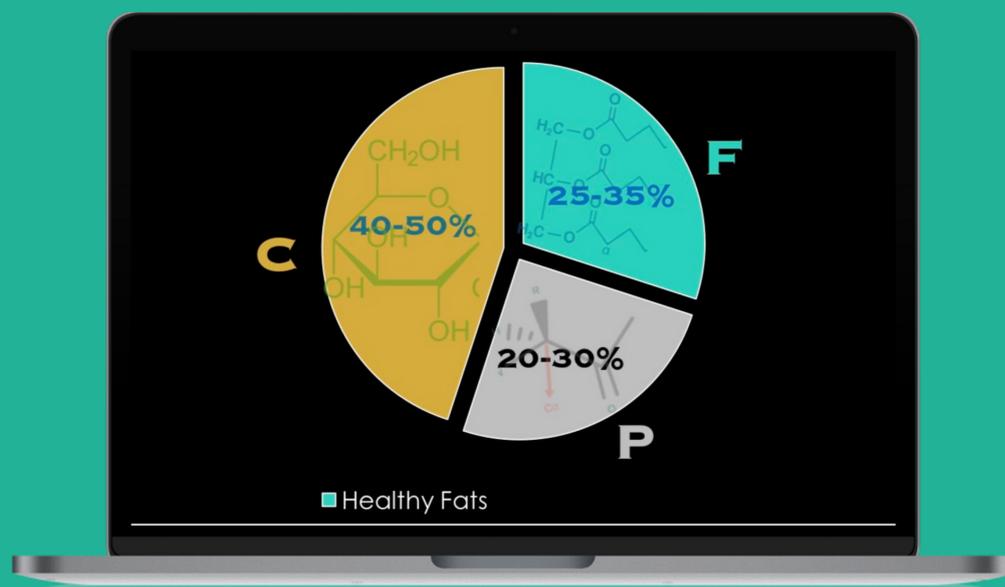
- Comparison of **whole foods versus processed foods** in terms of sugar, salt, and fat
- Prioritization of **home cooked meals** with "**meal prepping**" as key time saver
- Awareness of "cooking hacks" to **increase taste perception** such as spices and creamy, healthy fats
- Understand the effects that **smoking possesses on sensory perception** and therefore culinary experience





Shredding: Controlling Your Body Composition

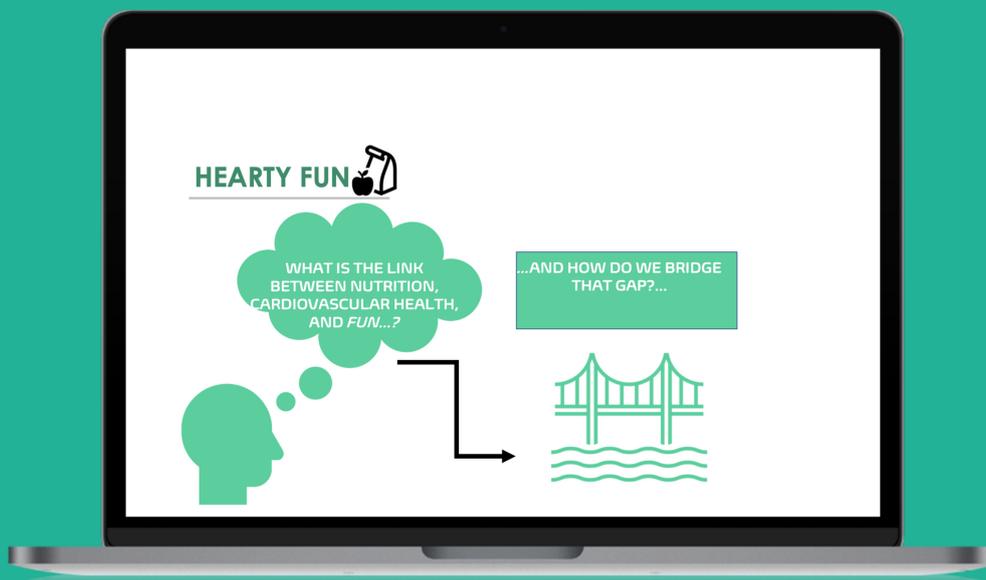
- Education on proper pre-post fitness meals, carbohydrate control, and short-term fasting as well as adequate protein intake
- Comparison of energy in versus energy out while analyzing muscle mass and body fat as key factors
- Analysis of history of body fat in America, and key contributing factors as well as scientific analysis of fat cell growth and healthy body fat range
- Analysis of muscle cell growth via positive energy balance and hypertrophy with in-depth discussion of genetics, appetite, and set-point theory





Heart Healthy Cooking for Kids

- Education on **heart-healthy foods** and awareness of effects that **saturated fat, sugar, and fiber** have on heart health
- Learning healthy swaps that are **appetizing** to children such as **diversifying forms of food** and **keeping presentation appealing and kid-approved**
- Awareness of **correlations** between **poor eating habits** and **poor weight/health problems**
- **Engage** with children and learn **tools** to make nutrition a **fun and inviting experience**



EVENT METRICS



Here are samples of event metric statistical data gathered from previous speaking demonstrations:



EVENT METRICS



Which sessions did you find most relevant

Not Relevant

Relevant

Very Relevant



Cooking Demo

Not Relevant

Relevant

Very Relevant



PowerPoint

Not Relevant

Relevant

Very



Q&A



EVENT METRICS



"How satisfied were you with the event logistics?"



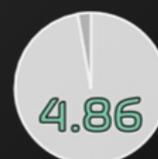
The Chef/ Host



Cooking Demo



Recipes



Q&A



PowerPoint



Emails



Zoom online format



Audio/Visual Quality



Gifts/ Prizes Portion

SPEAKING FEES & INFO



***Contact us to schedule a free consultation to discuss speaking rates and availability.**

We are committed to providing sustainable value to your constituents. Our mission includes implementing evidence-based protocols into transformative events tailored to all crowds.

We handle the legwork of the exhibition (described below), all we need from you is a “point person” from your organization available to assist with any questions specific to your company / organization.

YOUR INVESTMENT

Includes:

- **A personal virtual consultation with us prior to the event.**
- **Development of customized, interactive content (e.g. Interactive presentations, recipes and demonstrations to meet specified objectives).**
- **A custom marketing campaign (e.g. digital fliers/invitations/reminders, a promo video if applicable).**
- **Event success metrics following the event.**

PAYMENT POLICY



Our service contract will outline the payment terms. Your event will not be confirmed until the payment is complete. You may complete your payment via credit/debit card (*processing fees may apply) or a secure ACH payment method (e.g. Zelle).

Please see the "Payment Options" page for more information on payment methods/fees.

TRAVEL EXPENSE POLICY

In addition to the demonstration fee, reasonable travel expenses are charged to your organization. These expenses include round trip airfare, lodging, ground transportation, parking and/or meals. Travel arrangements can be made directly by your organizations or Isaac may be reimbursed for these expenses following the engagement.

PAYMENT OPTIONS



Here are the different options we accept for payment of your service:

PAYMENT METHOD	FEE
Invoice (credit or debit card)	3.9%
Zelle search ikonicbody@gmail.com	*No Additional Fee
Check or E-Check	*No Additional Fee

GET IN TOUCH



DURING YOUR CONSULTATION, ISAAC WILL LEARN ABOUT YOUR GOALS AND OBJECTIVES. YOU WILL BE ABLE TO COLLABORATE AND ASSESS THE BEST TOPIC, AND EVENT STYLE FOR YOUR AUDIENCE, AND CURRENT FIRM AND EVENT DATE.



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