

# EMPLOY FLORIDA

## MARKETING CONSORTIUM MEETING

Marriott Tampa Airport, Tampa International Airport, Tampa, FL 33607

### DAY 1 - Thursday, April 22<sup>nd</sup>

10:00am – 12:00pm

#### **Welcome, introductions & updates from all members**

##### **Update from Workforce Florida - Lucia**

- Webstats
- Redesign of Employ Florida website
- Labor Market Exchange (job-matching) contract
- Fla. Grad *Ready to Work*
- Fla. Trend Small Business advertorial
- HR Florida Review article
- Pilot Coop Advertising Project
- Workforce Summit Platinum Sponsorship
- Other

##### **Update from Agency for Workforce Innovation – Warren**

- Toll-free number – Stats, referral options, improvements
- One-Stop Directory on AWI Website
- Phone Book Listings
- Other

12:00pm – 1:00pm

#### **Working Lunch – Employ Florida Strategic Marketing Plan Discussion**

(draft will be emailed to everyone prior to the meeting)

1:00pm – 4:30pm

#### **New and Continuing Items**

- HR Florida Annual Conference – exhibit?
- State Council outreach – Employ Florida role?
  - First/First – Guidance Counselors
  - Better/Better
  - High/High – Targeted Industry Sectors
- Common Employ Florida tag for press releases
- Employ Florida Outreach Tools on the web
- Employ Florida Network News
- Other

### DAY 2 – Friday, April 23<sup>rd</sup>

8:30am – 12:00pm

#### **Employ Florida Strategic Marketing (Outreach) Plan - final recommendation**

(To be presented, with a budget, to WFI One-Stop Committee in May)

#### **Wrap up**

- Recap
- Next Steps
- Next meeting date and location

*“Small opportunities are often the beginning of great enterprises.”*

*Demosthenes (384 BC - 322 BC)*

Employ Florida Marketing Consortium Meeting 4/22-4/23/04 - Tampa, FL