

**EMPLOY FLORIDA**  
**MARKETING CONSORTIUM MEETING**  
Ramada Inn & Suites, Orlando International Airport

**DRAFT AGENDA**

**NOTE:** We will try a slightly different approach at this meeting. We will still start our meeting with updates from everyone on outreach and marketing activities noting specific challenges and topics needing further discussion. We will then quickly review and prioritize the suggested agenda items bulleted under “interactive help session” and then proceed with that session. These items were solicited from local and state level consortium representatives. **The name next to each item represents the individual(s) who requested its consideration and/or the individual(s) prepared to lead the discussion on that item.** There are a lot of suggested topics so we will continue this session on the second day prior to our standard meeting wrap up and “Next Steps” session.

DAY 1 - Thursday, January 20<sup>th</sup>

10:00am–12:00pm      **WELCOME, MEETING LOGISTICS, INTRODUCTIONS, AND UPDATES**

12:00pm–1:00pm      **WORKING LUNCH**

1:00pm–4:30pm      **INTERACTIVE HELP SESSION (*this items were contributed by consortium members and are not in order of priority*)**

- Labor Exchange/OSMIS public face – public relations/marketing communication plan (Lucia Fishburne, Susan Clayton)
- Expanding our marketing/advertising efforts (Kelly Allen)
- Unified position/message on issues: What are we saying as a “system” on these topics? (Jamie Melendez)
- Globalization/off-shoring (Jamie Melendez)
- Work first (vs training – cite Orlando Sentinel article) (Jamie Melendez)
- Market research (Martha Robinson)
- NEXT leads marketing ideas (Susan Clayton)
- Business Florida leads marketing ideas (Lucia Fishburne)
- Follow-up on ADA monitoring requirements from AWI (Sharon Warriner)
- Writing and distributing press releases for maximum effectiveness (Jessica Cary, Jan Pooley)
- Possible future joint meeting(s) with Employer Services Business Reps (Jan Pooley)
- Adapting the Making Business a Priority Customer USDOL outreach model to Florida’s needs (Susan Clayton/Warren May will provide analysis and lead discussion)
- EITC awareness and assistance campaigns and strategies
- WFI Strategic Plan – marketing/communications section – related to Employ Florida, regions, etc. (Lucia Fishburne)

DAY 2 - Friday, January 21<sup>st</sup>

8:00am-9:45am

**INTERACTIVE HELP SESSION – *Continue with agenda items from Day 1***

10:00am-12:00am

**WRAP UP**

- Recap of meeting
- Next Steps
- Next meeting date and location (WFI full board meets Feb. & May 2005)