

EMPLOY FLORIDA
COMMUNICATION CONSORTIUM MEETING
Florida Mall Hotel @ the Florida Mall
Orlando, FL
May 5 – 6, 2005

DRAFT AGENDA

DAY 1 - Thursday, May 5th

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| <i>10:00am–12:00pm</i> | WELCOME, MEETING LOGISTICS, INTRODUCTIONS, AND UPDATES |
| <i>12:00pm–1:00pm</i> | BREAK FOR LUNCH IN THE FOOD COURT |
| <i>1:00pm–3:30pm</i> | EMPLOY FLORIDA COMMUNICATION PLAN – working session <ul style="list-style-type: none">▪ Overview of process and tools▪ Small group work groups by target audiences |
| <i>3:30pm–3:45pm</i> | BREAK |
| <i>3:45pm–5:00pm</i> | REPORT OUT |

DAY 2 - Friday, May 6th

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| <i>8:00am –10:45am</i> | MEASUREMENT & EVALUATION <ul style="list-style-type: none">▪ Overview and discussion of local surveys and results▪ Overview and discussion of state and national surveys and results▪ Incorporating these and new methods/tools into EF campaign |
| <i>10:45am – 11:00am</i> | BREAK |
| <i>11:00am–12:00am</i> | WRAP UP <ul style="list-style-type: none">▪ Recap of meeting▪ Next Steps▪ Next meeting date and location |