

Summary of Event

EVENT: The Senior Executive Orientation (SEO) program a conception of the Greater Fort Lauderdale Chamber of Commerce/Speak Up Broward was a small component of the Program

DATE/TIME: February 20, 2014 / 8:00 AM

LOCATION: Broward MPO Board Room, 100 West Cypress Creek Road, Suite 850. Fort Lauderdale FL 33309.

PRIMARY AUDIENCE: Top level executives who had an interest in gaining an in-depth knowledge of Broward County

ESTIMATED NUMBER OF PEOPLE REACHED: 45-50

PROJECT TEAM MEMBER PARTICIPATION: MPO staffers Chris Ryan and James Cromar

PRIMARY CONTACT: Anitra D. Lanczi, SEO Infrastructure Chair 954-278-6723 e-mail: Anitra@LancziLaw.com

SUMMARY OF EVENT:

- ✓ Chris Ryan introduced Speak Up Broward with an outline of the main activities being undertaken at this time, including the Program for Empowering People, Speakers Bureau and Social Media tools available.
- ✓ Chris asked participants to get their smart phones out and go to www.Facebook.com/SpeakUpBroward a number liked the page there and then.

FOLLOW UP / ACTION RESULTS: Chris Ryan followed up with a reminder and e-blast to participants re Speak Up Broward requesting volunteers for the Speakers Bureau and help to distribute and get people to follow us on Facebook.

EVALUATION OF EVENT: The meeting resulted in a few new followers on the Speak Up Broward Facebook page with one live comment stating they were at the Broward MPO talking about transportation issues. The agenda is so full it was difficult to give Speak Up Broward enough time.

PHOTO CAPTION/INFO: N/A

PHOTO SOURCE/CREDIT: