



Outreach and Education Technical Committee Meeting 12/6/22

# 2022 Outreach Events



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Attempted to attend one event in each state.

- Coordination of travel
- Limited space for vendors
- Approval process

Attended three events in 2022:

- Mississippi Deep Sea Fishing Rodeo – Biloxi (July 1-4)
- Grouper Grapple – Fort Myers (July 14-16)
- Florida Guides Association Annual Meeting – St. Pete (Nov 1)



# Event Analytics

## **MS Deep Sea Fishing Rodeo**

- 4 days
- Listserv sign-ups: 19
- Individual Engagements: 377

## **Grouper Grapple**

- 2 days
- Listserv sign-ups: 10
- Individual Engagements: 29

## **FL Guides Association Annual Meeting**

- 1 day
- Listserv sign-ups: 2
- Individual Engagements: 13



# O&E Considerations

- In-person outreach events easier to attend now that Covid restrictions lessened
- Addition to Outreach staff
- Formalization of Outreach Event Plan

# O&E Considerations

- Should the Council prioritize in-person outreach events?
- What should our primary goal be during outreach events?
  - Educating general public on Council purpose and process?
  - Recent and upcoming management decisions?
  - Scientific and educational topics?