

# 42nd Annual Business Meeting & Seminar

May 3, 2017 • 10:30 a.m. to 11:30 a.m. • Registration starts at 10 a.m.

*Beechwood Hotel, 363 Plantation Street, Worcester*

Please join the Providers' Council to elect officers and directors, review the organization's financial reports and celebrate the successes we achieved together. We appreciate your membership and encourage you to join us for this meeting and afternoon seminar.

## MESSAGING & MILLENNIALS: A CAMPAIGN FOR THE NEXT WORKFORCE

May 3, 2017 • Noon to 2 p.m. • Registration starts at 11:30 a.m.

*Beechwood Hotel, 363 Plantation Street, Worcester*

Providers' Council Board Member and Millennial Workgroup Co-chair Dafna Krouk-Gordon will introduce the team from Argus, a full-service communications agency. Argus has been working with the Providers' Council to develop a marketing campaign to increase understanding of human services among millennials and encourage them to consider a career in the sector. Argus will provide an overview of the development of the campaign, which will include the research, message development, and creative executions. They will also share insights on what matters to millennials when it comes to their career, as well as provide recommendations and lead a discussion on how to communicate effectively with this critical audience. There will also be time for questions.

Dafna  
Krouk-Gordon



President and  
Founder, TILL, Inc.

Zamawa  
Arenas



Principal, Argus

Caitlin  
Dodge



Director of Client  
Services, Argus

Christine  
Healy



Senior Account  
Manager, Argus

José  
Nieto



Creative Director,  
Argus

### Registration

*Please register for meeting and seminar by April 26<sup>th</sup>*

REGISTRANT'S NAME

REGISTRANT'S TITLE

AGENCY

PHONE

EMAIL

Member Registration: \$75 Non-member registration: \$130 Meal choice:  Chicken  Vegetarian Checks payable to: MA Council of Human Service Providers

Payment type:  Check  Visa  Mastercard Payment amount: \$\_\_\_\_\_ Mail: 88 Broad Street, Fifth Floor; Boston, MA 02110 • Fax: 617.428.1533

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration: \_\_\_\_\_

**You can also register electronically and pay online! Visit [providers.org](http://providers.org) for more information.**

*Special accommodations needed? Contact Terry at 617.428.3637 before April 24<sup>th</sup> with your request.*