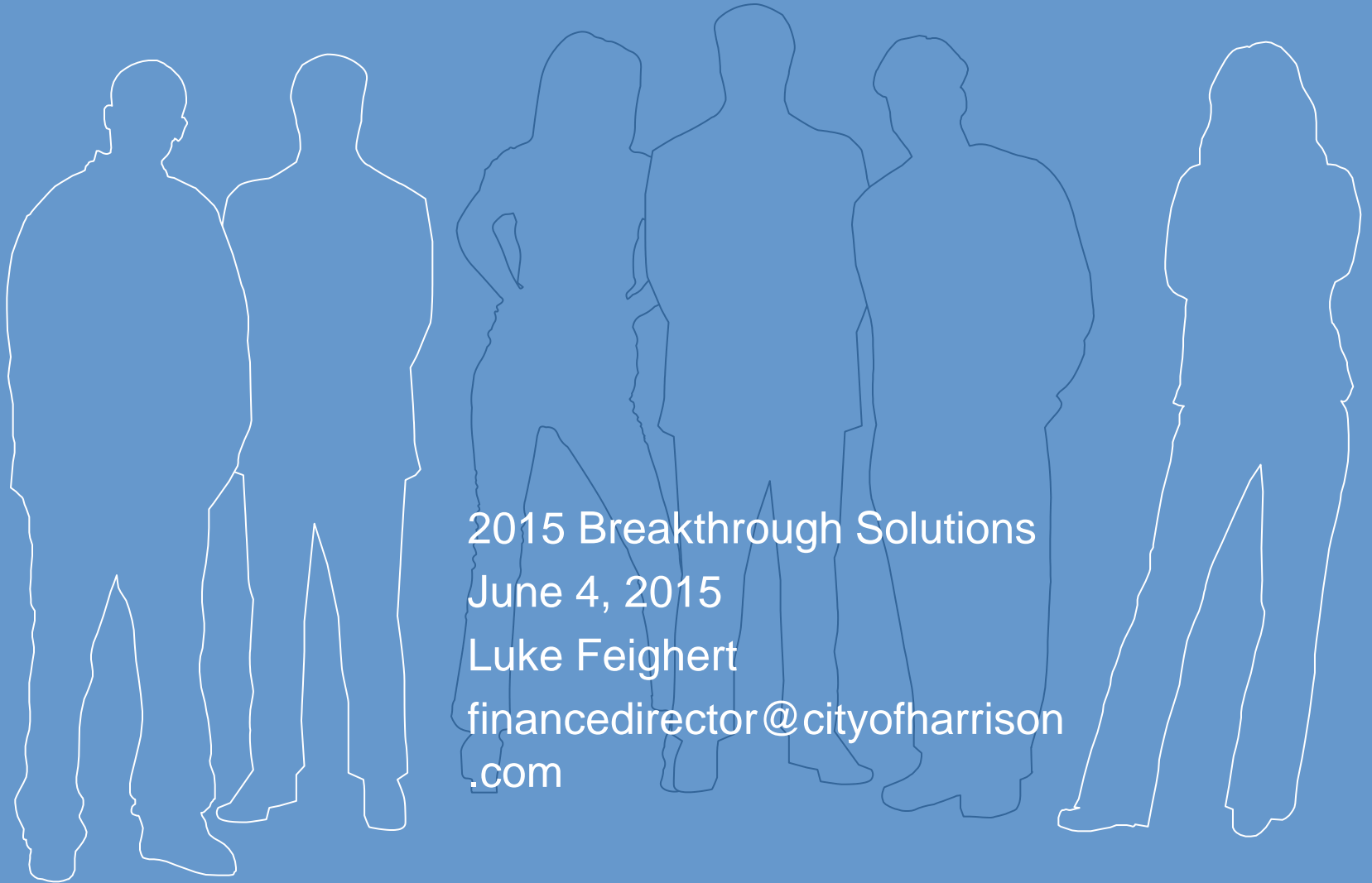


Engaging the Millennials in Your Community



2015 Breakthrough Solutions

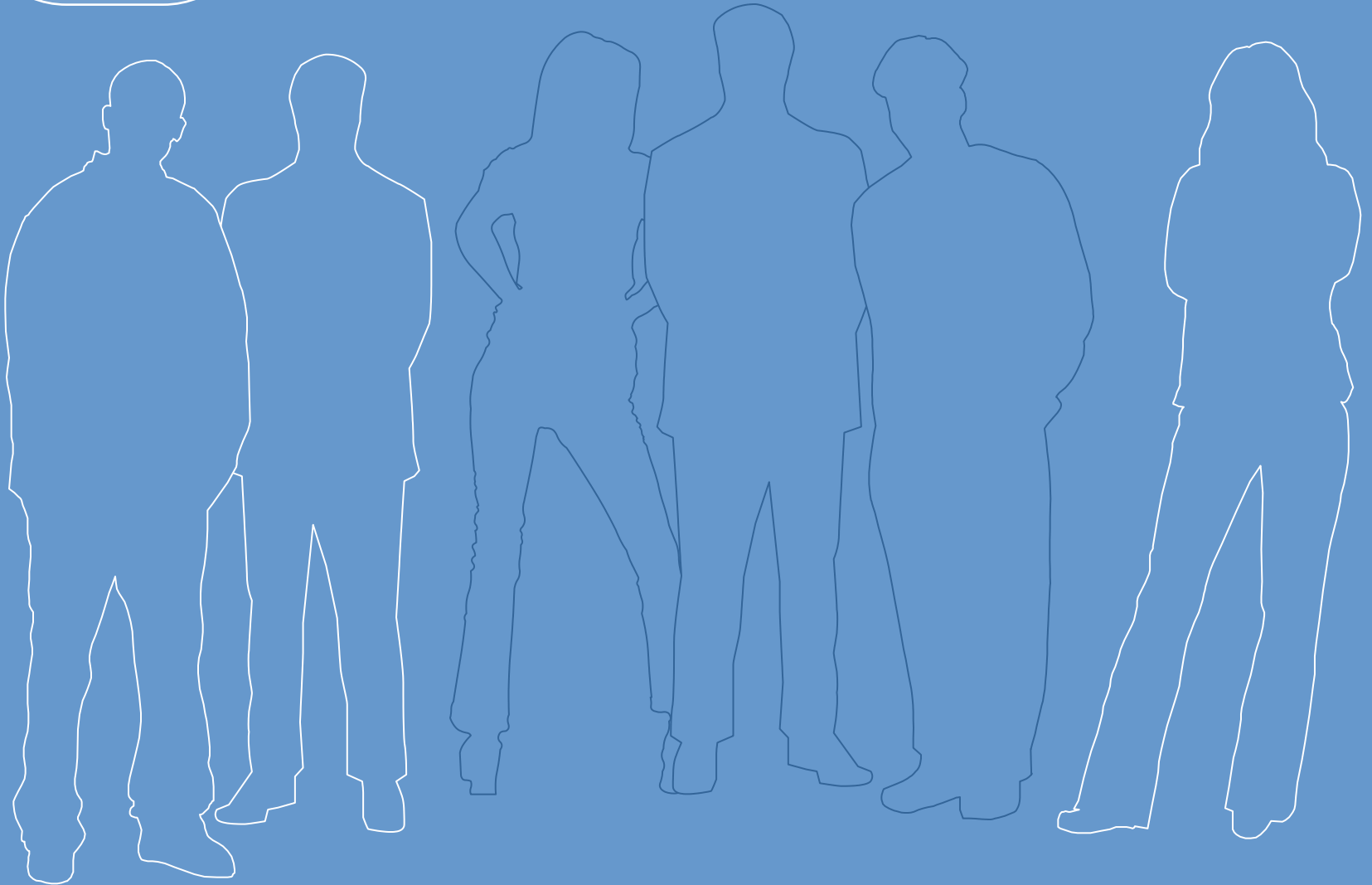
June 4, 2015

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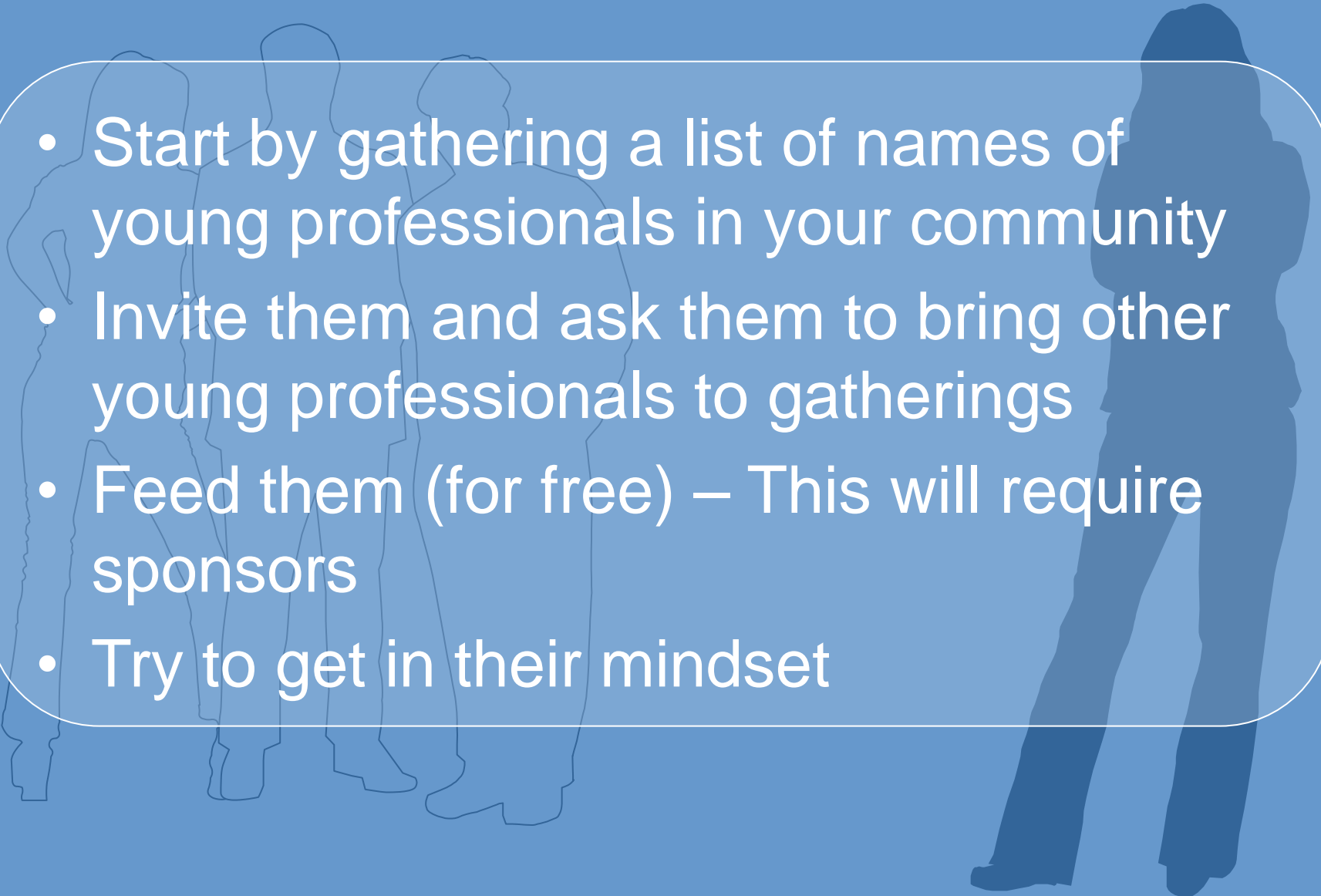
HYPE

Harrison Young Professionals and Entrepreneurs



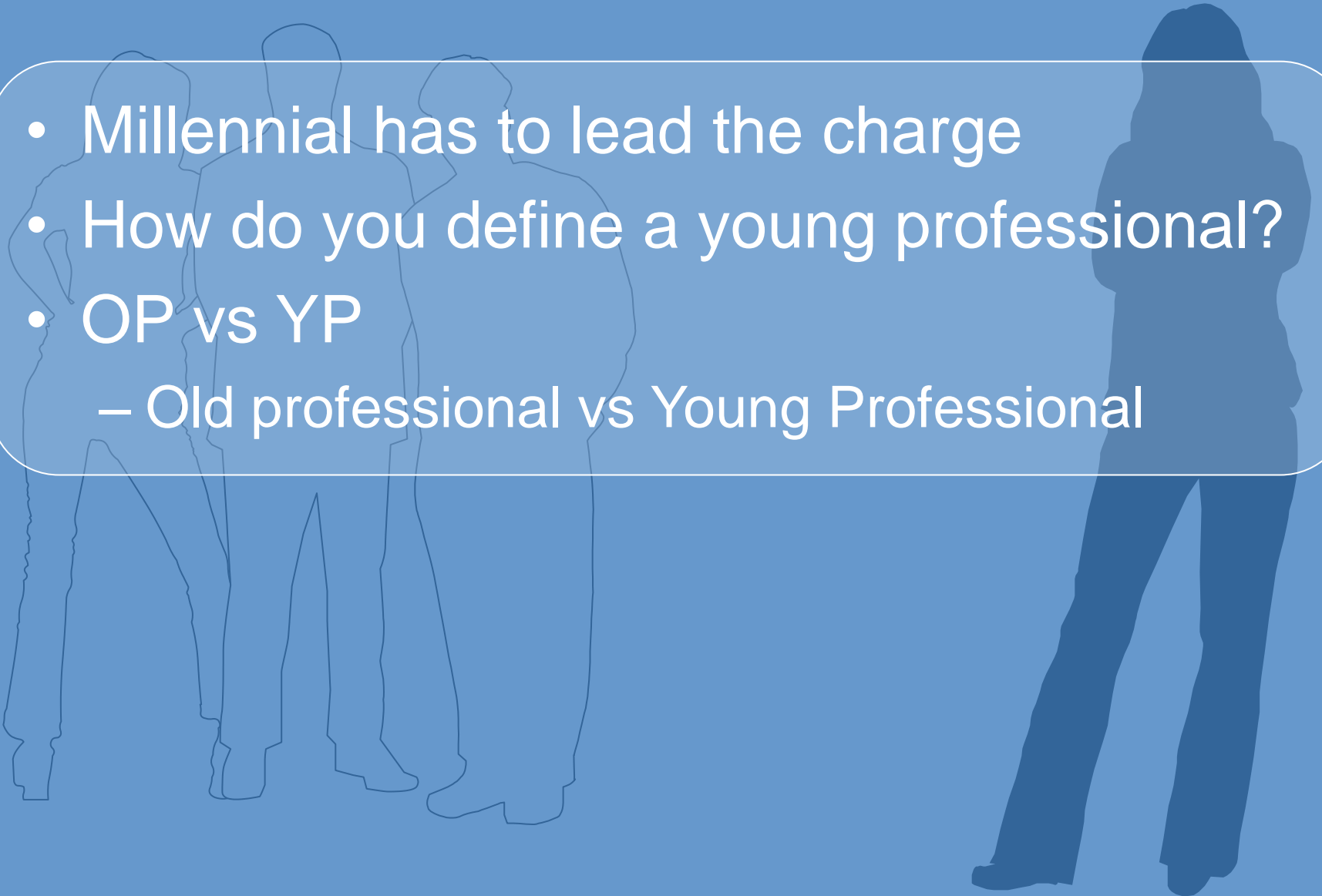
How does HYPE work?

- Start by gathering a list of names of young professionals in your community
- Invite them and ask them to bring other young professionals to gatherings
- Feed them (for free) – This will require sponsors
- Try to get in their mindset



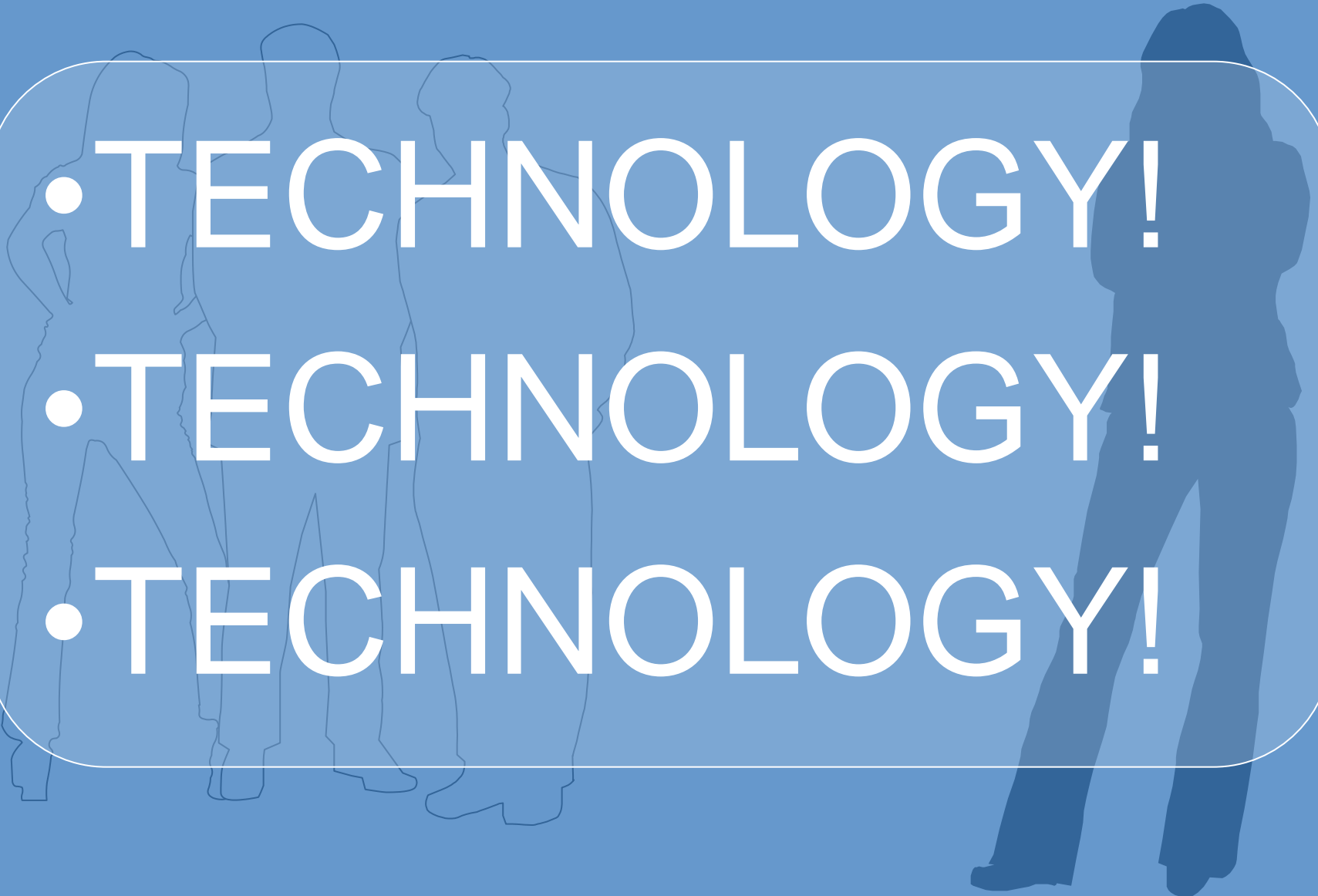
Embracing the Future

- Millennial has to lead the charge
- How do you define a young professional?
- OP vs YP
 - Old professional vs Young Professional



How do young professionals think?

- TECHNOLOGY!
- TECHNOLOGY!
- TECHNOLOGY!



Smartphones – Average User

- Check Facebook/Weather/News before they get out of bed
- Pick up the phone more than 1,500x per week
- Use their phone without realizing
- Use their phone for over 3 hours a day
- Feel lost without their device
- Carry out 221 tasks per day vs. 140 with desktop/laptop

– According to DailyMail.com

What do YPs want?

- Ask them – We poll them every chance we get
 - Use of Poll Everywhere
- Empower them – Give them info to make decisions about the community
- Lead them – Show them where they can make the biggest impact

Poll Everywhere – Text Code to 22333

What type of new business would you want to see in your city/town?

- Small Bus 152511
- Retail 153378
- Small Mfg (5-50) 153379
- Large Mfg (50+) 153380
- Retention 153382

What industry would be most beneficial to your city/town?

- Call Center 153520
- Transport 153521
- Med/Hlth Cr 153526
- Prof Svcs 153528
- Tourism 153530
- Education 153532