



Outreach and Education Technical Committee Meeting 12/19/23

In-Person Outreach

2022 O&E Discussion and 2023 Plan

O&E Feedback

- Attempt to attend one event in each state and connect with each sector
- Tournaments likely aren't best events to attend
- Outreach goal and target audience often depend on type of event

2023 Outreach Plan was constructed based on O&E feedback:

- focus more on smaller engagements/fishing clubs
- speaking events
- presentations on anglers' or club's topic of choice



2023 In-Person Outreach Engagements

Event	Location	Date	Individual Engagements	Listserv Signups
LA Charter Boat Association Meeting	Raceland, LA	Feb. 28	11	11
LA Fisheries Forward Summit	Kenner, LA	March 1	38	?
LA Charter Boat Association Meeting	Metairie, LA	March 2	5	3
MS Gulf Fishing Banks Meeting	Biloxi, MS	June 8	20	3
TRCP Seminar Series at iCAST	Orlando, FL	July 13	15	0

2022 In-Person Outreach Engagements

Event	Location	Date	Individual Engagements	Listserv Signups
MS Deep Sea Fishing Rodeo	Gulfport, MS	July 1-4	377	19
Grouper Grapple	Ft. Myers, FL	July 14-16	29	10
iCAST	Orlando, FL	July 19-22	?	n/a
FL Guides Association Annual Meeting	St. Pete, FL	Nov 1	13	2

O&E Considerations

- Should the Council continue to prioritize fishing clubs, summits, and panels?
 - Have we completed enough of these types of engagements to make this determination?
 - Do the analytics justify the effort?
- Should we return to any specific events we've already attended?
 - Grouper Grapple
 - iCast
 - LA Fisheries Forward Summit
- Does the O&E have any specific suggestions for 2024?

Potential Events for 2024

- FL: Gainesville Offshore Fishing Club
 - FL: Grouper Grapple
 - FL: Emerald Coast Fishing Club
 - FL: Everglades Seafood Festival (2025)
 - TX: CCA Events
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- LA Fisheries Forward Summit
 - LA Charter Boat Association
 - MS Gulf Fishing Banks