

TREASURE COAST FLORIDA CHAPTER VIRTUAL MEETING



NFBPA

Please Save-the-Date for our NFBPA - Treasure Coast Florida Chapter Meeting on February 24, 2022.

 12:00 PM

Join our virtual meeting for general NFBPA Business Discussion and Professional Development Series.

GUEST PRESENTER

GEORGE BYFIELD

Founder, Comet Media Group

TOPIC: Crisis Communication

George Byfield, Founder of Comet Media Group, has over 20 years of experience cultivating relationships with clients to help tell their stories through integrated marketing communications campaigns. He works with individuals, corporations, and governments to improve their brand presence by creating integrated content strategies and visual assets for print, video, digital, social media, outdoor advertising, radio, and community engagement. As such, George is a reliable partner before any crisis hits.

Being proactive and innovative, George helps clients leverage their ability to think outside the box to utilize their resources creatively. Whenever clients are in a crisis, by creating compelling messaging strategies that resonate with the media, George is able to get audiences engaged and involved.

His creative and brand communications campaigns have been published in HOW magazine, Florida Trend magazine, Barnes and Noble bookstore, Fast Company, BusinessWeek, USA Today, and PC Magazine. And he has been awarded projects with clients such as Florida Southern College, Southeastern University, SBA Small Business Resource Guides, Trinity Church Wall Street, University of the West Indies, St. Lucie County Tourism, City of Lakeland, FL, Grand Bahama Island, Family Worship Center, Florida Department of Health in St. Lucie County, PGA Village, St. Lucie Mets, and Highland Packaging Solutions (Sonoco Products Company), to name a few.

For more information on this event, please contact Shanelle Tomlin at tomlins@stlucieco.org.