



Metropolitan
Center

**Metro Forum:
Stemming the Miami-Dade Brain Drain**

March 8, 2012



Dr. Edward Murray, Associate Director of the FIU Metropolitan Center, presents on Miami-Dade's Creative Class





Michael Simmons, Marketing Specialist at Kaufman, Rossin & Co., presents on Miami's Young Professionals



Resources for Young Professionals

SocialMiami.com
who to know, where to go

never eat alone
SETH GODIN

LINCHPIN
SETH GODIN

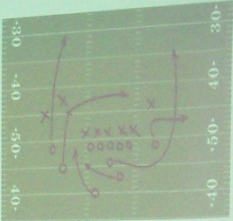
greater miami chamber of commerce

NEWS
KAUFMAN ROSSINER CO.



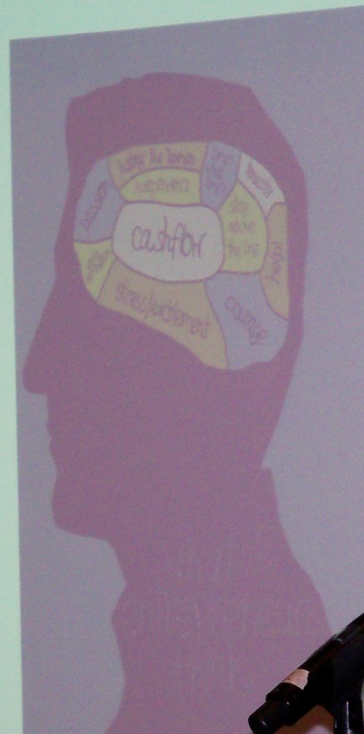
Develop a Personal Brand & Strategy

- Create a 1, 3, and 5 year plan
 - "Future Resume," "Obituary"
- Build your network of contacts
 - Follow up and K.I.T.
- Thought leadership:
 - Write, Speak, Demonstrate Expertise
 - Creatively leverage technology, social media to self-promote
 - One of our recent hires made a video and maintained interaction with our Firm via social media, was persistent, spent about 6 months searching for a job



UFMAN
ROSSIN

Client Case Study



KAUFMAN
ROSSIN &
CO. PROFESSIONAL
ASSOCIATION
CERTIFIED PUBLIC ACCOUNTANTS





Saif Ishoof, Executive Director, City Year Miami





FIU

**Metropolitan
Center**