

# SMART TALK

# FUTURE THINKING...

What should a smart place do to attract savvy millennials?

## Innovator and community strategist – Savannah Peterson



Planning a place with the future in mind means thinking about all the people across the generations that live, learn, work and play in the western Bay of Plenty.

Come and hear Savvy Savannah discuss what makes a successful place for millennials and everyone else – and the benefits and ways of bridging any generational divides.

**Tuesday 20 March 2018**

**3pm - 4.30pm** (Coffee/tea from 2.45pm)

**Club Mt Maunganui, 45 Kawaka St, Mt Maunganui**

**Savannah Peterson** is Founder and Chief Unicorn of Savvy Millennial. She was named in the 2016 Forbes 30 Under 30 list in Consumer Technology. Before Savvy Millennial, Savannah was the Director of Innovation Strategy at Massive Labs & Speck Design where she helped create new consumer electronics. In her New York City life, Savannah was the Director of Global Community at Shapeways, the world's largest 3D printing community, where she empowered and enabled over 25,000 3D printing businesses. Savannah has helped friends, clients and fellow creatives raise over \$4.5m through crowdfunding. She has also worked at Fox Sports Northwest, the Center for Communication and Civic Engagement at the University of Washington, and founded her own social media marketing agency. [www.savannahpeterson.com](http://www.savannahpeterson.com)

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