



# SmartGrowth

Building our futures together

## ***Media release***

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### **Keeping millennials in the western Bay**

Attracting and keeping dynamic young people is a challenge for many employers in the western Bay of Plenty.

SmartGrowth's first SmartTalk event of 2018 looks to address this challenge with a vibrant international speaker on innovation and community engagement. Savannah Petersen is the Founder and Chief Unicorn of Savvy Millennial where she helps the people, products and brands she loves grow. Savannah was named in the 2016 Forbes 30 Under 30 list in Consumer Technology.

SmartGrowth's Implementation Manager, Bernie Walsh says that "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."

She is inviting western Bay people to a free event to hear Savvy Savannah discuss what makes a successful place for millennials and everyone else – and the benefits and ways of bridging any generational divides. Savannah is in the region for the NZ Planning Institute national conference next week.

The term Millennials generally refers to the generation of people born between the early 1980s and 1990s so it's the group from 18 to 36 years old. Some people also include children born in the early 2000s.

The free event will be held on Tuesday 20 March 2018 from 3pm - 4.30pm at Club Mt Maunganui, 45 Kawaka St, Mt Maunganui. People can register through the Tauranga Chamber of Commerce <http://www.tauranga.org.nz/events-calendar/?#id=1321&cid=502&wid=1201&type=Cal>

Ends

For more information contact Implementation Manager Bernie Walsh 027 538 8047.

Photos of Savannah available from Bruce Fraser [bruce@fraserconsultants.co.nz](mailto:bruce@fraserconsultants.co.nz)

## About Savannah

Savannah Peterson is the Founder and Chief Unicorn of Savvy Millennial where she helps the people, products and brands she loves grow. Savannah was named to the 2016 Forbes 30 Under 30 list in Consumer Technology and is a respected voice in innovation and community engagement.

Savannah works with authors, startups and companies, developing go-to-market strategies and building communities. She thrives on product development and launch journey and is a super-connector of people, resources and audiences. Prior to 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.

A true hardware nerd, Savannah has helped friends, clients, and fellow creatives raise over \$4.5M through crowdfunding. Before diving head first into design, Savannah 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, Savvy Marketing Seattle. She travels the world as a public speaker, most recently featured at the Air New Zealand Inspiring Voices series, Kiwi Landing Pad Sales and Marketing Jam, South by Southwest, the Silicon Beached Festival, the Ford Research and Innovation Lab, Gasparilla Interactive, Social Fresh and more. An avid mentor for women and men in tech, she mentors and teaches at Stanford, NYU, and PACE University.

She has been featured in/on Forbes, the BBC, NBC, The Wall Street Journal, Gizmodo, CNET, The Verge, and others. When not geeking out, she's tasting wine and romping through the wild blue yonder with her rescue mutt, Martini. Savannah thrives on empowering innovative minds. This takes shape in many forms; keynote speaking, panel moderating, teaching, mentoring, livestreaming, vlogging, podcasting, hosting and any other excuse to have fun in front of a creative audience.

<http://savannahpeterson.com/>