

CRAIN'S DETROIT BUSINESS

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This Just In National Summit looks for event 'ambassadors'

Organizers of The National Summit are taking an unusual step — they're asking participants to get involved in recruiting attendees.

The three-day, national conference is scheduled for June 15-17 at Detroit's Ford Field. The goal is to advance a national economic agenda, with a focus on economic, energy, manufacturing, environmental and technological policy issues.

Event "ambassadors," said Matt Friedman, a partner in Farmington Hills-based Tanner Friedman—Strategic Communications who is coordinating media relations for the summit, will spread the word about the event through the local business community — a kind of grassroots business effort.

"The ambassador program is designed to energize the regional business community and help make the national summit as inclusive as possible," he said. "While the speakers at the national summit will be top-level CEOs from around the country, any businessperson interested in participating in the event is welcome to register and attend, including entrepreneurs."

That kind of personal communication, Friedman said, should best communicate the scope and goals of the summit.

Friedman said the summit hopes to attract roughly a hundred ambassadors in Detroit and other national markets.

— Nancy Kaffer