

MEET CHELSEA JACKSON



SEGMENT: ADULT

AGE: 29

LOCATION: TORONTO, ONTARIO

STATUS: SINGLE

EDUCATION: COLLEGE

INCOME: \$60K

OCCUPATION: PERSONAL TRAINER

SOCIAL MEDIA



"The environment is important."

Chelsea is a hard working personal trainer living and working in Toronto. For her job she likes to keep an up to date blog to encourage her clients and to help keep her up to date on lifestyle trends. Because she's personal trainer she takes her personal fitness very seriously so, along with proper exercise she also makes sure to buy the appropriate food to meet her nutritional goals.

In her free time Chelsea loves to be outside and she worries about the effect of greenhouse gases and actively looks for ways that she can cut down on her own carbon footprint by changing her product buying habits, food buying habits, and making sure she reduces her waste by recycling or reusing as many items as she can. She has recently found out about how the livestock industry has such a profound effect on the environment and wants to find out more about what she can do as a single person to help reduce the damage.

When she isn't outside or working Chelsea likes to watch TV; mainly reality shows or documentaries. Chelsea is close with her friends and family; some live in Toronto but many of them are scattered around Canada and even other countries. She likes to keep in touch with them with the help of social media like Facebook, Twitter, and Skype.

OBJECTIVE

The objective of this conference is to raise awareness about the green house gas emissions created during the production of livestock and what steps will have to be made to reduce them.

Conference highlights will include:

- Why is this issue important?
 - Why isn't there much public awareness?
 - Making an informed decision when choosing to buy meat.
 - Ways to cut down on meat consumption.
 - How the livestock industry works.
 - What effects of the livestock industry contribute to green house gas emissions? (production, farm care, transportation, etc..)
 - What are farmers doing about this?
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BACKGROUND/OVERVIEW

Today, greenhouse gas emissions are a serious problem and many companies are trying to help reduce the impact on the earth. In regards to this one of the major contributing factors is the global livestock industry. It creates more greenhouse gas emissions than the transportation industry. But there is only a small amount of awareness of this fact.

TARGET AUDIENCE

Who are they: Anyone between 25 and 40 that are environmentally conscious.

Where are they: The audience is mostly located in urban areas, but rural areas will also be considered.

How will we communicate with them: Getting the word out about the conference will be through a website, emails (to people who have subscribed to our mailing list), newsletter (though form set up) and social media.

Who is the audience: The audience will be primarily anyone between the ages of 25 and 40 with a small amount of audience members being in their late 30s. They will have strong feelings about the environment, and animal rights. Some audience members will understand the impact on the environment and will be looking for like-minded individuals, while others may be new or curious about the subject and looking to be able obtain reputable information on it.

THE FOCUS/POSITIONING STATEMENT

This conference is meant to educate interested individuals on the effect of the livestock and agricultural industry on our green house gas emissions, with the hopes that these individuals will spread the awareness onto friends and family and bring these concerns into the light.