

SteelDay 2018 Host Toolkit



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What is SteelDay?

For the past decade, AISC has hosted an annual celebration of the structural steel industry known as SteelDay. It's a special day each year when AISC and our members team up to host exciting, engaging events across the country—from education through presentations and webinars, to a behind-the-scenes look into the industry with shop tours and site visits. SteelDay raises the profile of the fabricated structural steel industry to design and construction professionals, elected officials and the general public—and we need your help to make the 10th anniversary SteelDay the best one yet!

As a SteelDay host, you will have a unique opportunity to showcase your facility, projects and capabilities, and to network with existing and potential clients. Attendees see SteelDay as a fantastic learning and networking opportunity. They get answers to questions they may not have even known they had. SteelDay draws in all types of attendees ranging from architects, engineers and contractors to government and DOT officials, students, and elected officials. Each year on SteelDay, thousands of people across the country leave their offices to visit a steel facility. It's an important day to celebrate the structural steel industry, make new contacts, and promote the advantages of structural steel.

Why Host a SteelDay Event?

- Build relationships and get more business.
- Promote yourself—you're the best, let people know it!
- It's easy—events can be as simple as inviting people into your facility for a tour and coffee.
- It costs very little—most hosts indicate it costs less than \$3,000.
- Support and promote the structural steel industry—SteelDay is the biggest marketing and promotional event the structural steel industry has ever seen.
- Anybody can host a SteelDay event. Whether you have something you want to show off, want to build more relationships, or just want more business, hosting is for you.

Event Ideas

- **Facility Tour or Open House**
The easiest type of event to plan! Set a time, add some food and beverage and invite your local contacts in for networking and a tour. Add a presentation if you'd like a chance to give attendees more in depth info about your business.
- **Multiple Facility Tour**
Collaborate with other industry facilities in your area so that attendees can visit multiple types of facilities in one day: e.g., a service center, a fabricator and a galvanizer.
- **Jobsite Tour**
Are there any projects you're working on locally where a tour could be arranged?
- **Local Building Tour**
Don't have a project under way? Is there an architecturally interesting steel building nearby where a "behind the scenes" tour could be arranged?
- **Equipment Tour**
Do you own or use some interesting equipment or machinery?
For example, many erection companies own and store cranes and other equipment that is of interest to visitors. Offer an equipment tour, followed by a presentation.
- **Presentation/Seminar/SteelTalk**
Sponsor and arrange a seminar or presentation about structural steel for architects, engineers, contractors, or students. Ask AISC for help.

Whatever you decide, try to make it interactive. Let your guests be involved.
The bottom line? It's up to you! Keep it simple or be creative.

If you have additional questions about our program, please contact Erika Salisbury at 312.670.5427 or salisbury@aisc.org.

Promoting Your Event

Make sure your event is visible.

- Is your event listing and information at www.aisc.org/SteelDay correct?
- Do you have event information on your own website?
- Have you created a SteelDay promotional flyer?
- If you were attending your own event, would you be able to find what you need?

Let people know you're hosting an event.

- Tell every member of your organization about your SteelDay event.
- Ask them to tell everyone they know about it!
- Include information about your event in your company newsletter or magazine.
- Add the SteelDay logo to your company website, along with your event information.
- Invite all your contacts to your event—everyone you know!
- Consider making SteelDay your annual customer appreciation day.

Told everyone you know?

Tell a few more people!

- Mail an invitation to local architects, engineers, contractors.
- Add the SteelDay logo to all your internal and external documents.
- Invite a local high school, community college or university to your facility.
- Send a press release to local television stations and newspapers about your involvement in SteelDay and about some of the local projects you have been involved in. Ask AISC for help or use the templates available at www.aisc.org/SteelDay
- Invite the mayor, local legislators or dignitaries or your local Chamber of Commerce
- Contact the local chapter of organizations related to the design community (contact details can be found at their websites):
 - American Institute of Architects (AIA.org)
 - Association of General Contractors (AGC.org)
 - Design Build Institute of America (DBIA.org)
 - Society for Marketing Professional Services (SMPS.org)
 - Associated Builders & Contractors, Inc. (ABC.org)

Consider joining these organizations—it doesn't cost much and provides great access.

Remind everyone about your event!

Register Your Event

Go to www.aisc.org/SteelDay to create your event. If this is your first time hosting a SteelDay event you'll be prompted to set up a host profile. It only takes a minute. Then you can enter your event details. Give your event an attention grabbing title and description! Once you have entered your event details they will be shown on the SteelDay map at www.aisc.org/why-steel/steelday/events. You can edit your event at any time.

Handling Attendee Registrations

As people become aware of your event, they will most likely register in one of two ways:

- Via www.aisc.org/SteelDay—you'll automatically be notified
- Directly with you using the contact details you posted in your event listing

Either way, keep a good record of your attendees and keep in touch with them regularly during the run-up to SteelDay:

- Confirm their attendance
- Let them know of any changes to your event details
- Remind them about your event every two weeks or so, by providing them some more information about what they will see during your event

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Checklist for Facility Tours

Setting Up the Tour

- Decide who to invite—
consider inviting local legislators or media
- Send the invitation
- Track and confirm RSVPs and follow up
as necessary
- Provide directions to your facility
- Make sure your employees are prepared
for the tour

Organizing the Tour

- Establish the look and feel of welcome area
Determine how you want the entrance to your facility to appear when your guests arrive. Think about the type of signage you want to use and whether any displays will be set up here or somewhere else.
- Place your catering order if you will be providing
breakfast or lunch to guests
- Reserve a room for your guests with appropriate
equipment if there will be a presentation
- Plan your tour script
- Create name badges for guests and staff
- Determine what machinery will be in operation
- Determine required safety equipment
If your tour requires it, determine what safety equipment will be needed. These include construction helmets, goggles, gloves, etc.
- Designate a photographer
- Display your product if you can
- Have company brochures or literature available

Conducting the Tour

- Welcome guests on arrival
- Provide safety equipment to your guests,
if needed
- Share your company's story and mention any
talking points you prepared
- Hand out your SteelDay swag from AISC!

After the Tour

- Send a thank you email to guests
- Post pictures of your event on social media.
Use our SteelDay hashtag **#SteelDay!**
- Let us know how your event went!

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