

Frequently Asked Questions –Hosting a SteelDay Event

We hosted an event last year. The audience hasn't changed so why do it again this year?

SteelDay is also about maintaining relationships—not just making contact. A one-time visit represents a new contact made. A repeat visit leads towards a business relationship. While the same companies who attended in previous years may be invited again, different employees may attend your SteelDay event. Even if the same people attend your event, they may have new questions since the structural steel industry is constantly evolving.

What's New This Year?

This year's lunch time webinar will feature our new Vice President of Engineering & Research, Larry Kruth, giving an overview of the new manual. At the end of the webinar, you will have the opportunity to interact with him during a live Q/A session. Continuing Education will be awarded.

In addition, we will still have the traditional SteelDay offerings including fabricator and mill open houses, site tours and special vendor offerings.

Who should we invite?

You should invite everyone. Invite all your existing/potential clients and vendors, plus any other contacts from the structural steel community. You can invite local schools, community members and local politicians. Some past hosts have invited local news media and got their event on TV. It's a celebration—the more attendees the better!

How can I promote my SteelDay event?

Always be talking about SteelDay: whenever you are with clients, vendors and colleagues. You can mail or email invites and promotional items to all your contacts. Post information about your event on your website and social media. Add a line under your email signature about your event or use the SteelDay logos on the hosts' page. Add SteelDay logos to invoices, press releases and any mailings.

What types of things should we cover while hosting an event?

SteelDay can be whatever you want it to be: a facility tour, a site tour, a presentation, a customer/employee appreciation barbeque, a community festival—anything to celebrate the structural steel industry.

The following is an example of a SteelDay schedule:

1. Give a presentation
2. Give attendees a tour of your facilities.
 - a. Hand out your company's brochure, and/or SteelDay souvenirs, and offer refreshments.

Do we need to provide a formal presentation/media?

There is no requirement to put on a formal presentation. But, having a presentation where

attendees can earn CEU/PDH credits will give them a greater incentive to attend. Please visit www.steelday.org/hosts for a list of resources and marketing materials for your event. What time of day should we provide the tours/events? Should we provide food/drinks? The time of events is completely up to you. But we do recommend coordinating with other hosts in your region.

When planning my SteelDay event, what else should I take into consideration?

Two things: make the day memorable and consider the practical items.

Make the day memorable:

- Promote the event to local media
- Think of a couple of things at your company you want to show off: a project you built, machinery, a unique method.
- Raise the mood of the staff and environment by involving everyone in SteelDay activities.
- Take photos and post them online and/or on your social media pages after the event.
- Follow up with all attendees by sending a thank you letter or email.

Consider the practical items:

(Post as much information as possible to your event page)

- Where will you greet attendees?
- Is there enough room for people to park? Do you have a maximum attendance?
- Where will your sign-in area be? (Must send your sign-in sheet to Jenny McDonald (mcdonald@aisc.org) following the event. You can find the sign-in sheet at www.steelday.org/hosts)
- Does your facility require hardhats/safety glasses/closed toe shoes?
- What is appropriate dress for your facility?
- If doing a presentation, do you need a projector or speaker? Do you have enough room?
- Who will provide the tours? How many people can each tour handle?

Will the attendees earn continuing education credits for showing up?

If you're in a state that self-reports, a facility tour is 1 CEU/ 0.1 PDH. Attendees must take the SteelDay attendee survey in order to receive credit.

I don't want my competitors touring my facility—how do I ensure they won't sign up?

You are notified when an attendee signs up for your event. It's up to you to decide who is and isn't allowed to attend your event. Feel free to contact an attendee to discuss his/her participation.

Will an AISC representative be at my event?

Unfortunately, AISC cannot attend every event. We will provide as much logistical support as possible. Please visit www.steelday.org/hosts for host resources.

Sign up to host a SteelDay 2017 event at www.steelday.org/hostlogin.

Questions or comments? Jenny McDonald, mcdonald@aisc.org, 312.670.5433, or John Cross, cross@aisc.org, 312.670.5406