

September 15, 2017 is **STEELDAY**

Canadian Institute of Steel Construction
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www.cisc-icca.ca | www.steelday.ca

1. Sign up to host an event.
2. Ask a supplier, vendor, partner to host an event - separately or together.
3. Ask them to let everyone they know about it.
4. Let every member of your organization know about SteelDay.
5. Ask them to let everyone they know about it.
6. Post a link, place an ad or add some SteelDay content to your company's website.
7. Know who is hosting an event near you - offer to assist, tell your contacts.
8. Place a SteelDay placard in front of your facility.
9. Mail out SteelDay information to all your local architects, engineers and contractors.
10. Add the SteelDay logo to all your internal and external documents.
11. Invite a local high school, community college or university to your facility - or offer to provide a short presentation about steel at your local school / university.
12. Send a press release to your local television and newspapers about your involvement in SteelDay and about some of the local projects you have been involved in.
13. Arrange a tour of a building or bridge you were involved with.
14. Invite customers, bankers, insurers, family, friends to see your facility on SteelDay.
15. Include some information about SteelDay for your company newsletter or magazine.
16. Attend an event or send your staff to a local SteelDay event.
17. Move your annual customer appreciation day to SteelDay.
18. Sign up to receive SteelDay news update.
19. Follow the Twitter hashtag #SteelDay2017.
20. Join us on Facebook at www.facebook.com/cisc-icca.ca.
21. Visit local architects, engineers, contractors on SteelDay. Bring them some doughnuts.
22. Ask your Mayor and Premier to declare September 15 to be SteelDay.
23. Commit to send out "Happy SteelDay" greeting cards to your client base.
24. Get involved in promoting the use of structural steel!

**Sign up to host a SteelDay 2017 event at www.SteelDay.ca (In the "SteelDay Hosts" section).
Still have questions? Don't hesitate to contact us at: ciscmarketing@cisc-icca.ca**