

September 28, 2018

STEELDAY

SteelDay 2018 Checklist

- Sign up to host an event.
- Ask a supplier, vendor and/ or partner to host an event – separately or together.
- Tell all your contacts about SteelDay.
- Let every member of your organization know about SteelDay and ask them to spread the word.
- Post a link, place an ad or include SteelDay content to your company's web site.
- Know who is hosting an event near you – offer to assist, tell your contacts.
- Place a SteelDay placard in front of your facility.
- Mail out SteelDay information to all your local architects, engineers and contractors.
- Add the SteelDay logo to all your internal and external documents.
- 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.
- Send a press release to your local television and newspaper outlets outlining your involvement in SteelDay and about some of the local projects you have been involved in.
- Arrange a tour of a building or bridge you were involved with.
- Invite customers, bankers, insurers, family and friends to visit your facility on SteelDay.
- Include some information about SteelDay in your company newsletter or magazine.
- Attend an event or send your staff to a local SteelDay event.
- Move your annual customer appreciation day to SteelDay.
- Follow and promote the Twitter hashtag #SteelDay2018
- Consider sending out "Happy SteelDay" greeting cards to your client base.
- Get involved in promoting the use of structural steel!

Sign up to host a SteelDay 2018 event at www.SteelDay.ca
(In the "SteelDay Hosts" section).

Still have questions? Don't hesitate to contact us at: ciscmarketing@cisc-icca.ca