

September 28, 2018

STEELDAY

Why host a SteelDay Event?

- Build relationships and get more business - SteelDay is an opportunity to build lasting relationships and additional work.
- Promote yourself - there is no point in being the best if nobody knows it.
- It's easy to do - events can be as simple as just opening your facility and inviting people in for a tour and some coffee.
- It can be economical - spend a little or a lot. It's up to you.
- Support the steel industry - SteelDay 2018 looks to be a major marketing and promotional event that the structural steel industry has ever seen.

SteelDay Event Ideas

Facility Tour or Open House: The easiest type of event to plan! Set a time, add some food and beverages and invite your local contacts in for networking and tour. Perhaps a presentation too.

Multiple Facility Tour: Collaborate with other industry facilities in your area so that attendees can visit multiple types of facilities in one day. Perhaps offer transportation between them. For example, a tour of a fabricator facility, followed by one at a galvanizing plant.

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? A LEED rated structure? Or perhaps your own building is architecturally significant?

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/ Steel Talk: Sponsor and arrange a seminar presentation about structural steel for architects, engineers, contractors or even students.

The bottom line? It's up to you. Keep it simple or be creative. The theme for SteelDay is interaction. If your event provides interaction and networking opportunities, it's already a success!

**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