

Common Questions about Hosting a SteelDay Event

Will a CISC representative be at my event?

We cannot possibly be at every event. We will provide as much practical and logistical support as possible – see www.SteelDay.ca for more or contact us directly.

Do we need to provide a formal presentation/media of some type?

Only if you want to - there is no requirement to put on a formal presentation. CISC will provide Talking Points that we ask each host to cover, formally or informally.

What time of day should we provide the tours/events? Should we provide food/drinks?

Your choice. Some prefer breakfast meetings, others lunch, others afternoon cook-outs. The timing and the provision of food is completely up to you although we recommend working with other hosts in your locality to avoid conflicts.

I'm worried that with the economy being what it is, my shop may be empty? Should I cancel if that's the case? How should we deal with this?

We should never stop marketing and networking during an economic downturn. SteelDay is an extremely cost effective marketing opportunity and we should take advantage of every chance we get to promote ourselves and our industry. If the economy stays down, our audience will be less busy and will have more time to learn, network and visit facilities. Its free for them, they get the opportunity to learn (may get continuing education credits), enjoy lunch and see your facility / our industry. If the economy is improving it's an even better time to make these contacts.

How can I promote my SteelDay event?

- Always be talking about it – whenever you are with clients or vendors or colleagues.
- Mail or email invites or promotional items to all your contacts.
- Post information about your event on your website.
- Add a line under your email signature about your event.
- Add SteelDay stickers to invoices, drawings etc.

Who should we invite?

- Invite all your existing/potential clients plus any other contacts from the Architectural and Engineering community.
- Invite local universities or community colleges and high schools.
- Invite vendors, your accountant, bankers, family, friends!
- Ensure your staff invites all their contacts too.
- SteelDay is a celebration!

How can I help ensure a good turnout? I don't have that many contacts?

- Each event will be listed on www.SteelDay.ca with a registration form.

What if nobody shows up? Or only 2 or 3 people show up?

We will know how many people have signed up and can plan accordingly. Expect around 20% of respondents not to turn up. Go ahead with the event no matter how few people are coming – two or three new contacts still represent a success, and actually could yield better results!

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How can I get my staff involved and excited about SteelDay?

Aim to make the day a celebration of our industry. Show office staff around your shop. Perhaps hold a company picnic or lunch. Work with other local companies in the industry to arrange reciprocal educational tours for yours and their staff. For example, have some of your staff go visit a galvanizing plant while the galvanizer has their staff visit your fabrication shop. Put up signs and posters about SteelDay around the office. If hosting a lunch or cook-out for attendees, let staff attend too for networking purposes.

What kind of things should we cover while hosting an event? Is there a common message?

- Every host will receive some Talking Points to cover either formally or informally.
- Be sure to promote your own company benefits too – provide handouts, brochures, etc.
- Also take a few minutes to think about the type of attendee who will be coming and consider the types of questions to ask them and what they may ask you.

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

Hosts will be sent a list of everyone who signs up for their event. If there is someone on the list who shouldn't be we can deal with that situation as it arises.

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

Make the day memorable:

- Try to promote the event among local media, newspapers, television, etc.
- Think of three things at your company you want to show off: A project you built. Some machinery you have. A unique capability. What do you want people to remember?
- Raise the mood of the staff and environment by involving everyone in SteelDay activities. Have a cook-out, have everyone wear a company shirt (or order SteelDay golf shirts).
- Greet every attendee with a take away souvenir.
- Take photos and videos to place online after your event.
- Follow up your event with some sort of contact thanking your attendees (and directing them to the online photos perhaps).

Consider the practical items too:

- Where will you greet attendees?
- Is there enough room for people to park?
- Do you need attendees to sign any waivers or other forms?
- Does your facility require hardhats/safety glasses/safety shoes?
- Do you have proprietary systems or processes that need to be kept that way?
- What is appropriate dress for your facility?
- If doing a presentation, do you need a projector? A speaker? Do you enough room?
- If providing food, where will you serve it?
- Who will provide the tours? How many people can each tour handle?
- Do you have a maximum attendance?

Sign up to host a SteelDay 2012 event at www.SteelDay.ca (in the "SteelDay Hosts" section).

Still have questions? Don't hesitate to contact us:

info@steelday.ca