

PRECAST DAYS 2024



> Monthly Tasks

3 Months Out

- Finalize your agenda. Promote your event by posting the agenda on social media and emailing it to registered attendees.
- Consider creating a promotional video to highlight Precast Days on social media. This can be as simple as filming in your plant with your smart phone.
- Amp up local marketing efforts by offering incentives to your target audience (advertise PDHs/CEUs available, giveaways, job opportunities, etc.).
- Ensure that you are meeting the provider requirements (if applicable) for offering PDHs/CEUs to eligible attendees.
- Begin preparing your facilities.
 - Practice plant tour routes.
 - Ensure there is ample space for attendees on the production floor and in the office.
 - Eliminate safety hazards.
 - Determine whether production will be active.
- Train employees on your expectations for them while hosting attendees.
 - Clothing requirements.
 - Define unacceptable behavior.
 - Determine which plant employees will speak during the tour.
- Share Precast Day invitation on LinkedIn.
- Order PPE for your attendees.

2 Months Out

- Communicate instructions to registered attendees (safety information, what to bring, driving and parking directions, etc.).
- Configure audio/visual for presentations, plant tours, etc.
- Do a dry run for plant tours.
- Promote a "Bring a friend" marketing campaign.
- Ensure that you are posting about your event on social media and that you are sharing NPCA's Precast Days related social media posts with your followers.
- Ensure you have enough tables, chairs and PPE for attendees.



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1 Month Out

- Send a reminder to registered attendees.
- Extend an invitation to local media coverage. NPCA will provide a customizable press release for this.
- Order anything that will make your event unique to your company brand (tableware, banners, name tags, tablecloths, giveaways, etc.).
- Order food and beverages if applicable.
- Conduct a practice session with your guest speakers.
- Create a survey to distribute for attendee feedback after your event.

Month of Precast Days

- Have sign-up sheets, certificates, attendee bags, etc., ready to go.
- Ensure that you have enough employees the day of your event to interact with attendees.
- Test that audio/visual or plant tours is functioning properly.
- Finish up any last-minute facility clean-up.
- Remind employees of expectations, safety protocol, uniforms, etc.
- Take several pictures and videos of your event!

Post-Precast Days Event

- Distribute attendee surveys to gather feedback.
- Ensure that all attendees received their certificates if applicable.
- Follow up with your attendees by sending out thank you notes.
- Post on social media to promote the success of your Precast Days event.
- Send NPCA a final attendance lists and any pictures or videos you took during your event.
- Hold a post-Precast Days meeting with your employees to break down how your event went and any improvements that can be made for future events.
- Add attendee information to your contact lists or database.
- Make follow-up calls or send follow-up emails from presentation if additional information was requested.
- Follow up with attendees who could not attend and thank them for registering, provide opening for future opportunities.

