



Before you begin planning your Precast Days event, you must first decide who to invite. Your guest list could simply include plant employees and their families, but other potential invitees include:

- Students, teachers, professors and other academia
- Customers, clients and vendors, present and potential
- Local firms (engineering, architects, contractors, specifiers, etc.)
- Local government officials (DOTs, city public works, DOH, Chamber of Commerce, etc.)
- Local professional organizations (ASCE, AGC, CMAA, etc.)
- Local workforce agencies, community organizations (United Way, etc.) and temp agencies

How to Reach Out to Invitees

If your guest list stretches beyond plant employees, you'll need a plan for how to reach those individuals. It may take a few phone calls, emails or personal visits, but the effort will help make your event a success and build relationships that will be valuable in the long run.

Local schools: Identify local trade schools, high schools and community colleges that would benefit from building a relationship with your company. Many schools have website directories that include contact information for the career readiness office, counseling office or job placement office. Call those individuals or send them a personal email invitation. These offices may have opportunities for you to share your information digitally, on social media or on bulletin boards.

Customers, clients and vendors: This audience should be the easiest to reach. Promote your Precast Days event to your customers or clients in the same fashion you typically conduct business with them – phone, email, social media and/or your website.

Local firms and specifiers: If you don't already have contacts within this audience, search online for firms within traveling distance to your plant. Introduce yourself to local firms by giving them a call, include them in your email marketing or make an in-person visit to their office to drop off a business card and Precast Days flyer. Offering education worth professional development hours (PDHs) or continuing education opportunities during your Precast Days event is a selling point for this audience.

Government officials: Start by calling or emailing people you know (public works officials, city or county council members, state legislators) and asking them to spread the word. Peer-to-peer communication usually is the best route. Some departments may have directories on their websites. Do some research online and locate contact information for individuals or an office as a starting point. Offering education worth PDHs may attract these individuals to your event. Remember to include legislators and Congressional district offices in your efforts. Include staff on your invitation as it may be easier to get on their schedules.

Local professional organizations: Many national professional organizations are broken up into state, regional and district groups. If you don't already have contacts within each organization, start with online research to find the designated group for your area. Call or email to introduce yourself and explain your Precast Days event. You also may ask them to post your event on an events calendar, include a blurb in an e-newsletter, mention at their next chapter meeting or simply ask them to share the information you provided with their peers.

Local workforce centers, community organizations and temp agencies: These organizations could be hotspots for interest because their funding is connected to metrics in job placement and longevity of job placement. Tag local agencies, business chambers and networking groups on social media.

