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Precast Days is an initiative of the National Precast Concrete Association designed to raise awareness of precast manufacturing across the United States. These events educate local communities about career opportunities, precast products and modern manufacturing techniques. It is an opportunity to celebrate your company and employees, create new business relationships, connect with your local community and grow your future workforce.

Your event is not just a plant tour. It’s a unique opportunity to shine a light on precast concrete as the construction material of choice along with the chance to show what makes your company stand out. Invite your suppliers and specifiers, make presentations, conduct product demonstrations, set up interviews with local vocational school students – the options are as limitless as your initiative and imagination.

Industry suppliers can participate by hosting a Precast Days event at their manufacturing facilities or by partnering with a nearby precaster. This joint venture could be something as simple as hosting a booth to conducting product demonstrations to supplying education.

Visitors register online at Precast.org/PrecastDays. Once you register your facility as a Precast Days host, your company’s name, location, website and dates of participation are added to the list of available options and become part of our national marketing campaign.

But the most important person in getting people to your Precast Days event is you. Tap into your network of residents, specifiers, contractors and other industry partners, to attract the crowd you want to build for the day.

NPCA created this Planning Toolkit to help you coordinate your Precast Days event. Keep in mind, your event should be unique to your company’s brand, values and available resources, so use the items in this toolkit as a template but be sure to add your personal touches as well.

Now, let’s get started with planning your Precast Days event!
Important Considerations

Hosting people at your plant takes planning in order to maximize impact. Preparation begins months in advance and covers a wide variety of aspects – from the who, what, where, when and why list to day-of activities.

To help you make the most of your onsite event, we’ve compiled a list of items to help you get started.

What is your target audience?

Determine your target audience first, and consider their needs for education, marketing, methods of communication, etc. If you plan to target multiple audiences, an effective approach is to host a separate Precast Days event for each group. This will help you tailor your Precast Days messaging and daily activities to meet the specific needs of each target audience.

What is the theme of your Precast Days event?

This should be unique to your company’s brand and values. You don't necessarily need a theme, but having one may help you stay on track in terms of what you will offer. You can't be everything to everyone. Theme ideas include a focus on careers, marketing your product and connecting with specifiers.

Will you offer professional development hours (PDHs) or continuing education units (CEUs) to eligible attendees?

Check your state’s licensing board for information and requirements for being a registered CEU or PDH provider. Not all states require providers to register with the state licensing board, but it’s important to know early on if issuing PDHs or CEUs will be part of your Precast Days event. Resources for checking requirements in each state are provided later in this Planning Toolkit.

What is the maximum capacity of attendees you can safely accommodate for a Precast Days at your facility?

NPCA’s online registration system can monitor and limit the number of registrations for your Precast Days event depending on the maximum capacity of attendees your facility can safely accommodate.
Do you need additional insurance?

Check your insurance coverage early in the planning process as this may determine your maximum capacity.

How and what will you need to communicate with attendees prior to your Precast Days event?

Who will oversee attendee communication and questions?

NPCA will communicate with local and national media about Precast Days, but you must be a driver in this area as well. It is important to ensure that your attendees are prepared and feel comfortable with their instructions prior to your event. Steady and available communication also helps ensure that people will remain engaged and arrive ready to go on the day of the event.

How will you market your Precast Days event to your target audience and the local community at large?

NPCA will conduct a national marketing campaign for Precast Days. However, the most influential factor in bringing in attendees is an effective local marketing campaign. Resources for conducting your local marketing efforts can be found in the Precast Days Promotional Toolkit.
Monthly Tasks and Planning Calendar

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.

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.
Overview

Providing education during your Precast Days event is a great way to increase attendance. Additionally, this is an opportunity to seize your audience’s undivided attention and educate them on the benefits of working with your company and the products you manufacture.

If you plan to offer professional development hours (PDHs) or continuing education units (CEUs), you first need to check your state licensing board requirements for the audience that your Precast Days education will target. This must be done early on in your planning process to accommodate for provider or course approval times.

States have different requirements for various licensed professionals. Some may require that your company is registered as an approved provider for PDHs/CEUs. Some require that the specific course you offer is approved prior to the course date. Some put the burden on the individual professional to determine whether the course is applicable to their licensing continuing education credit. In any case, establish the following:

- Get a speaker who will educate attendees in a non-proprietary manner.
- Have a clearly stated presentation or course title, description and learning objectives.
- Incorporate your education session information into any marketing materials sent out to the target audience. Let them know how many free PDHs or CEUs they will earn by attending your Precast Days event.
- Have a sign-up sheet for attendees to the education portion of your Precast Days event to fill in their first and last names; addresses; emails; licensing numbers, if applicable; and signatures. A sample sign-in sheet is provided in the templates section of this Planning Toolkit. You will need to scan the attendance sheet and keep this on file for however long the state licensing board requires.
- Issue completion certificates for those who attend the entire education session. A sample completion certificate is provided in this Planning Toolkit. However, be sure that it follows the state licensing board requirements for your target audience.

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Helpful Links for State Licensing Board Requirements

Professional Engineers State Licensing Board Resources:
- [https://pdhacademy.com/state-requirements/pe-state-requirements/](https://pdhacademy.com/state-requirements/pe-state-requirements/)
- [https://ncees.org/engineering/](https://ncees.org/engineering/)

Architects State Licensing Board Resources:
- [https://pdhacademy.com/state-requirements/](https://pdhacademy.com/state-requirements/)

American Institute of Architects Continuing Education Provider Requirements:

Helpful tips for looking up licensing boards for contractors, installers, plumbers, and other audiences:
- Find your state licensing board directly by entering the state, target audience, and ‘licensing board’ in Google.
- These are mostly found on state occupational, professional, consumer licensing websites.
- Attempt to locate “continuing education” or “professional development” related information on the page.
- Navigate the government websites to locate the necessary requirements for offering professional development hours or continuing education units to licensed professionals for your target audience.
- Locate any contact information, applications, directions, etc. for receiving approval to provide continuing education or professional development.
- If you cannot locate this information, call the contact listed on the state licensing board website and ask them about becoming a continuing education or professional development provider.
- Some states may not have a licensing board for your target audience. If that is the case, you will not need to follow any provider requirements because it is not regulated within that state.