



Frequently Asked Questions

American Institute of Steel Construction

www.aisc.org

One East Wacker Drive Suite 700

Chicago, IL 60601

312.670.2400

What is SteelDay2009?

- An **interactive** day with the structural steel industry.

Who is SteelDay2009 aimed at? Who is our audience?

- Our primary audience is the Architect/Engineer/Contractor community. Why? Because this group, along with the developers and owners are the major decision makers when it comes to choosing a structural framing solution. These are the people we want to educate about steel and motivate to choose steel as the solution for their next project.
- In addition, 'anyone who'll listen' is also our audience. Personal relationships and word of mouth are powerful marketing tools and you never know who knows who. So while we may not produce targeted messages for the general public, they are welcome to interact!

What are the goals of SteelDay2009?

- Our primary goal is to convince more decision makers to build with steel. This is split into three parts:
 1. Facilitate **interaction** between the AEC community and the structural steel industry with a goal of developing relationships that can benefit both parties (and projects).
 2. Provide the AEC community with a unique opportunity to **learn** about the structural steel industry:
 - What we do and how we do it
 - Witnessing and understanding the supply chain, the technology we use
 - Recognizing and understanding the major benefits of building with steel (it's sustainable, available, fast and economical)
 - Learning how to take advantage of all this information for future high performance buildings.
 3. Motivate the AEC community, developers, owners to **build** with steel and to build sustainably
 - Encourage them to ask questions, call on us anytime
 - Provide them with a local, reliable resource.
- On other levels and from other viewpoints (although these are a by-product as opposed to a focus) we want to raise the profile of our industry within the mind of the general public and develop awareness of the role the industry plays in people's everyday lives.

What exactly will happen on 18th September to achieve these goals?

- Activities are planned to occur on three distinct levels:
 1. Direct, face-to-face interaction:
 - Job-site tours
 - Fabricator, producer and service center tours (or any other member of the industry, i.e. galvanizers, bender-rollers etc)
 - Seminars and presentations
 - Proactive 'house' calls.
 2. On-line interaction – a focused web portal with interactive facilities such as:
 - On-line contests (photo, recycling contest, etc)
 - SteelTrack – live tracking of steel at real fabricators, via barcoding, webcams etc, live webcams at job sites, or at SteelDay tours/events.
 - Educational tools (interactive learning tools/documents, educational videos, quizzes and trivia, free on-line continuing education seminar, etc)





3. Passive interaction (isn't that an oxymoron?)
 - An attempt to reach as wide of an audience as possible through a nationwide marketing campaign using various types of media and approaches.

Is there a theme or consistent message for SteelDay?

- Yes, both a theme and a consistent message.
 - The theme is *'interact'* – we want to involve and educate as many people as possible through SteelDay and to do that we'll be focusing on creating as many opportunities as we can whereby true interaction, be it face-to-face or on-line, can take place.
 - The message is what we'll be providing during our interactions. That message will be focused on the major features and benefits of structural steel (particularly sustainability, availability, speed and cost) and how to take advantage of them.

Who is delivering the message? How will it be delivered?

- For the face-to-face interactions, AISC staff and AISC members (fabricators, service centers, mills, galvanizers, bender-rollers, HSS producers, detailers, etc), will be delivering the message.
- To support the on-line/electronic delivery of the message, a new web portal will be developed to provide the content as discussed above.
- To support it all, and to reach a wider audience regardless of their interaction, there will also be a comprehensive marketing campaign across various types of media (magazines, newspapers, newsletters, even, perhaps, television).
 - We also hope to pull off one or two 'big' media attracting events...watch this space.

How will we ensure that consistent information is given out at each event?

- Obviously an AISC representative cannot be at every event - we can't do this alone and as an industry we need to act together and be unified in our approach. Therefore it's important that a set of talking points and other material is provided at every event as a guide. AISC will produce and distribute this material in advance of SteelDay2009.

This sounds like Industry Mobilization – how does it relate?

- Industry Mobilization is a program designed to promote structural steel to as many decision makers as possible by helping our industry build relationships with their local design community. We have made significant progress involving the industry in our marketing efforts and there are a wide range of companies and individuals who are now engaged with AISC, helping our industry promote itself.
- The original intent of Industry Mobilization was to get as many industry representatives as possible to build relationships with, and promote our industry to, architects, engineers, contractors, developers, etc. As mentioned above, we have been quite successful with this, but overall it's been more difficult to achieve than first envisioned. Many of the individuals we were hoping could become industry representatives had other priorities and commitments, such as monthly sales goals and other organizational objectives, which obviously come first.
- Towards the end of 2008, we decided we needed to evolve Industry Mobilization and add another element to it, to boost involvement and to continue to build localized relationships. That new element is *SteelDay* and it fundamentally supports our efforts with Industry Mobilization providing an opportunity for companies and individuals to focus some of their marketing and sales efforts on one day.

Is this a one-off event?

- No. Certainly the idea is to make this an annual event that will evolve over time and become a regular entry on the construction industry calendar. Over time we plan to expand the event to include more and more of the ideas we have already received and also to involve and engage the general public more and more.
- One area we would like to really evolve this into is the educational arena. We may not have the resource or capacity to do too much with high schools and universities in 2009, but would hope to expand and really make an impact there in time.