



## SteelDay2009

After several months of ideas and discussion SteelDay 2009 is now a reality. The date for the event is 18<sup>th</sup> September 2009 – the week prior to AISC’s annual meeting.

SteelDay will be an **interactive** day with the structural steel industry. Activities are planned to occur on three distinct levels:

1. **Direct, face-to-face interaction** - including 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 and finally, proactive ‘house’ calls.
2. **On-line interaction** – a focused web portal with interactive facilities such as on-line contests, on-line calculators, live tracking of steel at fabricators, live webcams at job sites, and educational tools (interactive learning tools, videos, quizzes, etc)
3. **Nationwide marketing campaign** - an attempt to reach as wide of an audience as possible through a nationwide marketing campaign using various types of media and approaches.

The theme of SteelDay is **interact** – we want to involve and educate as many people as possible and to do that we’ll be focusing on creating as many opportunities as we can for true interaction, be it face-to-face or on-line. The message we’ll be providing during our interactions 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.

In terms of goals, our primary goal is to convince more decision makers to build with steel. We’ll be doing this by:

- Facilitating **interaction** between the AEC community and the structural steel industry with a goal of developing relationships that can benefit both parties (and benefit projects).
- Providing the AEC community with a unique opportunity to **learn** about the structural steel industry - what we do and how we do it, understanding the supply chain, the technology we use, recognizing and understanding the benefits of steel and of course learning how to take advantage of all this information for future high performance buildings.
- Motivating the AEC community, developers, owners to **build** with steel and to build sustainably - provide them with a local, reliable resource and encourage them to ask questions, call on us anytime.

On other levels and from other viewpoints (although these are a by-product as opposed to a focus) we also 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.

