



CONTRACTORS' DAY SUBCOMMITTEE



American Concrete Institute®
Advancing concrete knowledge

Contractors' Day



- ❖ Tuesday (Day 3)
- ❖ Planned jointly with Construction Liaison Committee (CLC)

Contractors' Day Events



- ❖ Contractors' Day Lunch
- ❖ Reception (optional)
- ❖ Two sessions
- ❖ Demos (optional)
- ❖ Tours (optional)

Contractors' Day Subcommittee



❖ Two Teams for Organization

- Operations = Organize Event
- Sales = Promote Event

❖ Build team to promote program 5 months ahead of event

- Include people with direct access to contractors

❖ Keep committee small

- One person for publicity; one person for operations
- Involve others for specific tasks

Planning is Key



- ❖ Organize Early – Start 18 months ahead of event
- ❖ Solid Foundation = Theme for Day
 - All presentations and lunch speaker tie into theme
 - Make theme relevant to audience
- ❖ Develop List of Topics, then find speakers for topics
- ❖ Commit Speakers Early
 - Written confirmation letter after verbal commitment
 - Follow-up with speakers verbally and in writing several times before event and have a few back-up speakers

Contractors' Day Lunch



- ❖ Tuesday (Day 3) 12 pm-2 pm
- ❖ Select speaker with broad appeal and expertise
- ❖ Speaker presentations follow lunch for approximately 45 minutes
- ❖ ACI makes all food and set-up arrangements

Sessions



- ❖ Two sessions on Tuesday (Day 3)
(9 am-12 pm; 2 pm-5 pm)
- ❖ Two approaches for sessions –
 - Series of topics for each session with multiple speakers
 - One broad topic of interest to contractors with one or two speakers (i.e., floor problems, tolerances, etc.)
- ❖ Speakers – experts in field
- ❖ Tie presentations at session and lunch to theme for day

Promotion



- ❖ Promote in local area
- ❖ ACI will help with flyer or brochure design, production, and mailing
- ❖ ACI convention promotions
- ❖ Work with AGC and CGC for promotion
- ❖ Face-to-face calls and meetings with contractors

Additional Promotional Ideas



- ❖ Promote at committee meetings
- ❖ Promote at sessions on other days?