

# ACI CONVENTION PUBLICITY

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American Concrete Institute®  
*Advancing concrete knowledge*



# Responsibilities

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- ❖ Local promotion
- ❖ Pre-Convention promotion
- ❖ At the Convention



# Planning for Convention



- ❖ Publicity Subcommittee
- ❖ Logo/letterhead
- ❖ Timetable

# Planning for Convention



- ❖ Local area promotion
- ❖ Coordinate with ACI headquarters  
Event Services and Marketing

# Who to Promote to

- ❖ Engineering offices
- ❖ Engineering and technical schools
- ❖ Government offices  
(local municipalities, county, state)
- ❖ Construction site offices
- ❖ Direct mailing across the state
- ❖ Local engineering associations
- ❖ Construction/trade associations



# Mediums for Promotion



- ❖ Contact your local tourist/convention bureau
- ❖ Hand out:
  - Pins
  - Stickers
  - Brochures
- ❖ Brochures promoting:
  - Convention Preview
  - Contractors' Day
  - Student Program
  - Guest Program
  - Local, hosted technical session

# Mediums for Promotion

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- ❖ Announcements
- ❖ Posters
- ❖ Direct mail
- ❖ Word of mouth

# Pre-Convention Promotion



## ❖ Chapter Convention Table

Staff table Sunday through Wednesday

- Hand out:
  - Promotional pieces
  - Local attraction information
  - Brochures for your convention

# Chapter Publicity Table

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- ❖ One convention prior
  - Table staffing
  - Promotional material for city
  - Hand out buttons/pins

# At the Convention



- ❖ Chapter Convention Table
  - Staff
    - Saturday 2:00 pm-6:00 pm
    - Sunday-Tuesday 8:00 am-5:00 pm
  - List of local restaurants
  - Sponsor signs
  - Chapter banner
  - Brochures for local attractions, maps
  - Hand out buttons/pins
- ❖ Convention and Visitors Bureau

# Questions & Answers

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Thank you!