



A GUIDE FOR CONSTRUCTION COMPANIES & INDIVIDUALS

Construction Week 2018



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**CONSTRUCTION
WEEK '18**

Construction Week is a time to celebrate the built environment and showcase those who create it, increase public dialogue about the shortage of construction workers and bring construction to life for students, educators and parents.



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Construction Week is also a time to promote community awareness of the construction industry as a safe, exciting and rewarding career option. It is easy to get involved in promoting Construction Week as a company and individually!

Simply use the resources that we have created to promote Construction Week!



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'Elevator Speech'

The following could be used when explaining what Construction Week is:

As the demand for construction continues to rise, so does the need for an educated, talented, and qualified labor force. This labor shortage is not going to correct itself. As a response, contractors across the nation are declaring the first week in October of each year as "Construction Week."

And while there are many materials to help promote this initiative, its success will ultimately take the support of proud and passionate individuals. As a member of the construction industry, you are uniquely positioned as the best examples of why construction is such a great industry to have a career in. Be a part of the movement to proudly promote construction as a preferred career choice.



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We separated the Construction Week resources area of the website into three different sections: Resources for Construction Companies & Individuals; Resources for Other Associations; and Resources for Schools & Educators. Each section is a little different to tailor to that group.

We invite you to explore all the resources available and use them as your own in your Construction Week promotions and celebrations.



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Construction Week Resources

- Ideas List
- Timeline for a Successful Celebration
- Submit an Exceptional Field Worker
- Logos/Artwork/Marketing Materials
- Social Media Resources
- Sample Articles & Press Releases
- Promotional Items
- Contact Information for Iowa Schools



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Ideas List

Be sure to download the ideas list resource to help inspire you to get started on planning for what you can do leading up to, and during Construction Week.



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Timeline for How to Prepare

We have put together a timeline of what to do and when in your preparations to celebrate Construction Week. Pick and choose what ideas you want to incorporate into your own Construction Week celebration, and then use our timeline as a guide to your planning.



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Spotlight Exceptional Field Workers

One idea that you can do as a company during Construction Week is to 'shine the spotlight' on your employees. As an Association, Master Builders of Iowa asks member companies to submit their exceptional field workers to be highlighted on social media and in our communication pieces throughout Construction Week.



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Spotlight Exceptional Field Workers

We will be posting all submissions sporadically throughout Construction Week 2018 on our Facebook and Twitter feeds. We will also create a photo gallery of all submissions on our website and they will be featured in the Winter Edition of our quarterly magazine.



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Spotlight Exceptional Field Workers

If you are a member company of MBI, we encourage you to go to this section of the resources pages to submit your exceptional field workers!

This is also something that any company can do on their own for their employees on social media and in newsletters in celebration of Construction Week!



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Logos, Artwork & Marketing Materials

All logos and artwork created for Construction Week are generic and can be used however you wish. We're all in this together to get the positive word out about the construction industry, so we made everything easy to use by anyone.



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Logos, Artwork & Marketing Materials

Examples of what can be found in this section:

- Multiple versions of the Construction Week logo
- Construction Week letterhead
- Email signatures
- Construction Week flyers
- Construction Week Poster
- Multiple sizes and versions of advertisements



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Social Media

Visit the Social Media Resources section for ideas to help inspire you on your social media accounts leading up to, and during Construction Week. The resources section includes a toolkit full of sample posts and examples of what others have done for Construction Week the past two years. There are also files for Facebook, Twitter, LinkedIn, Instagram and Snapchat that each contain multiple images that you can use on your social media accounts to promote and celebrate Construction Week.



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Sample Articles & Press Releases

We put together a sample article and press release, both available in multiple lengths, that you can use as your own. They explain the purpose of Construction Week, as well as some of the statistics relating to the current labor shortage facing the industry.

Use the text from these samples in your newsletters, social media pages and submit to local news outlets letting them know you are participating in Construction Week.



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Promotional Items

A great way to celebrate Construction Week in your community is by posting and wearing Construction Week promotional items.

We have put together an online ordering portal with a third party to offer promotional items. The site can be accessed via the link on the resources page or directly - <https://qrg.four51ordercloud.com/masterbuilders/catalog>.

Orders are accepted June 1 – August 10, 2018.

All orders will be produced after August 11, 2018.

Expected delivery is September 10 – 17, 2018.



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Promotional Items

Construction Companies

- Hang Construction Week job site banners on your projects and trailers
- Hand out Construction Week hard hat decals to workers
- Supply your staff with Construction Week apparel
- Give away Construction Week can cozies to employees and/or clients
- Display Construction Week window decals in your building entrances

Individuals

- Wear Construction Week apparel and give can cozies to your friends and family to show your support of the construction industry



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Contact Information for Iowa Schools

One of the main goals of Construction Week is to raise the awareness of the opportunities available in the construction industry amongst middle and high school students and educators.

Construction Week is a great reminder to contractors to get involved with their local school districts. The resources pages contain contact information for Iowa high schools. If you are from out of state, we encourage you to gather the contact information for schools near you.



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Bring Construction to Life for Students

Contact local school counselors to see if they would be interested in learning more about opportunities in the construction industry for their students. Most will jump on the opportunity to have a resource just a call away.

- Volunteer as a guest speaker in the classroom
- Participate in K-12 career fairs
- Offer mentoring
- Offer job site tours



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Wrap Up

- We encourage you to use the tools/resources available to help you showcase the construction industry and what Construction Week is all about.
- This is a group effort. We need you and your teams to add a sense of pride and show you are proud of everything construction.
- Remember to deliver the message to all employees, from new laborers to executive management. All employees can help spread the word. Increased interest in the workforce benefits everyone.
- Educate others on Construction Week at:
 - Progress meetings
 - Job lunches
 - Any unique opportunity for a captive audience



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We encourage you to have fun with celebrating Construction Week. The ideas are endless and we are here to help! We have included a large variety of resources for your use – available for download from the resources pages -

<http://www.mbionline.com/construction-week>.

If you have any questions, please contact Aly from Master Builders of Iowa:

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