

Explore The Trades Day

April 21, 2020

Who: You – our Nexstar Network members!

What: Let's join together and promote the industry with an "Explore The Trades Day"!

Where: In Nexstar Network communities throughout the United States, Canada and Australia.

When: Tuesday, April 21, 2020

Why: To increase awareness of the trades, the career paths that exist within them and to build your talent pipeline.

How: Use resources like your "Career Day in a Box" from Explore The Trades.

Social media hashtags: Let's get trending! Use the hashtag #explorethetradesday. Remember to tag your business and Explore The Trades in the posts, too.

Look to your fellow Nexstar members for event inspiration!

- Participate at local school career days like: Beltz Home Service and Blanton's Air, Plumbing & Electric
- Host a "Ride and Decide" program like: Caccia Plumbing and Barker & Sons Plumbing and Heating
- Host students on-site like: Connors Plumbing and Heating
- Celebrate a "Signing Day" with new apprentices like: Service Professor
- Host a "Ladies Night Out" like: Corley Plumbing, Air & Electric

Contact: Kate Cinnamo, Executive Director, Explore The Trades – katec@explorethetrades.org or 651-789-8518.

DID YOU KNOW? The #1 growth constraint for Nexstar members is the shortage of technical talent. Explore The Trades is here to help. The primary goal of this event is to raise awareness about the skilled trades in your community.



Use this guide to help you plan your own event and be a part of building the next generation of tradespeople.

STEP 1: Identify Your Audience and Event Idea

Do you have a niche audience in your market that you're trying to reach? Do you have schools nearby that are focused on STEM education? Are you close to a military base? Think about how you can introduce the skilled trades to a new audience *and* promote your brand in the community.

Audience(s): _____

Event: _____

STEP 2: Choose a Location and Time

Will your event be held at your shop or in the community? Will you be visiting a school or inviting students to ride along with your technicians? Will you be partnering with another business, school, or organization? If so, determine what location and time of day will be best for your event. If you're hosting people in your shop, consider what staff you'll need to have available to help. Consider creating an event schedule that will help avoid timing factors, such as rush hour, drive times and class times.

Event Location: _____

Event Time(s): _____

STEP 3: Set Goals

What do you hope to accomplish? How many people do you want to attend your event? How many new contacts would you like to gain? Determine the benchmarks that would make this event a success for your company. Decide how you want to measure success so you have data available for future events.

Goals: _____

STEP 4: Set a Budget

How much are you willing to spend to make your event a success? Consider print materials, giveaways, food, beverages, or other relevant costs.

Budget: _____

STEP 5: Create a Marketing Plan

How do you want to get the word out? Emails to your existing contact list? Social media marketing? Print materials? Radio ads? If you're working with a school or another entity, consider how they might help with marketing efforts. Consider your current marketing plan and think of how you can use this event to further your branding efforts. Decide how you intend to promote and write up a plan. Contact your Marketing Coach with questions or ideas.

Marketing Plan: _____

STEP 6: Are You In? Let Us Know!

Even if you don't have all of your details planned out, please let us know that you're planning to participate. We will be sure you have up-to-date resources and touch base with you in the lead-up to the event and give you all the tools you need to be successful!

Remember, you have a wealth of resources at your fingertips. Utilize your "Career Day in a Box" from Explore The Trades and check out the online materials at www.explorethetrades.org.

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STEP 7: Create a Timeline

Now that you've decided on the type of event you'd like to host, create a timeline that will keep your team on track as you prepare for Explore The Trades Day.

STEP 8: Event Checklist

While you may not need all of the items on this checklist, it may help as you think through your event details.

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|-------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|
| <input type="checkbox"/> Outdoor signage | <input type="checkbox"/> Coffee/water/beverages |
| <input type="checkbox"/> Indoor signage | <input type="checkbox"/> Food/snacks |
| <input type="checkbox"/> Sign-in/registration sheets | <input type="checkbox"/> Stocked restrooms |
| <input type="checkbox"/> Printable handouts (check out our website for plug-and-play designs) | <input type="checkbox"/> Staffing plan (greeters, runners, techs, etc.) |
| <input type="checkbox"/> Giveaways (stress balls, pens, magnets, etc.) | <input type="checkbox"/> Tablecloth |
| <input type="checkbox"/> Social media prompts (encourage people to use the hashtag #explorethetradesday and tag your business and Explore The Trades) | <input type="checkbox"/> Display board |
| | <input type="checkbox"/> Equipment/materials for demos |

STEP 9: Win the Day!

Have an awesome event! Take pictures, shoot video, and share on social media using our hashtag #explorethetradesday. Show your attendees all of the great careers that are available in the skilled trades. Don't forget to collect contact information so you can follow up the attendees after the event.

STEP 10: Follow Up

Well, how did you measure up to your plan? Since you were able to collect information from your attendees, you can reach out and thank them for coming. Also, be sure to follow up with your list by posting a recap on social media, a blog post, or an email follow-up.

Send all photos and videos to Kate at katec@explorethetrades.org. We're excited to share your stories!