



Chapter Focus

Volume XIV Issue 5
May 2013

Strengthening the Industry through Chapter Education

Chapter education is one of the most effective ways you can build relationships and educate your local building officials, fire officials, structural engineers or law makers. It's all about building personal relationships and educating your marketplace about our industry. You never know where your new relationships may lead and what that new relationship may yield in the future.

Reaching out to form new relationships and to educate about the industry is the motive behind the Georgia Chapter planning an educational expo-type event for local building officials and structural engineers this summer. The chapter is in the early stages of planning, but hope to offer a few hard-hitting educational sessions along with providing CEUs and lunch for their attendees.

If your chapter would like to host an educational event for local building officials, fire officials, structural engineers or law makers – here are some tips to get the ball rolling as you start the planning process.

- Know who you want to invite and make sure the educational offering(s) make sense for your audience. You may not choose to do the same educational presentation for a group of fire officials as you would a group of structural engineers, etc.
- Consider a truss plant tour as your educational offering. Truss plant tours continue to be an excellent and valuable way to introduce people to the industry. Understanding how structural building components are designed and built provides a better understanding of the industry as a whole.
- Offer Continuing Educational Credits (CEUs) to attendees as they often have a continuing educational requirement.
- Make your plans in advance so that people will be able to plan to attend. Last minute invites usually don't yield the kind of turn out you may be looking for.
- Create nice flyers and invitations to send out via email, by mail or even by hand. A hand-delivered invitation usually does the job and starts the relationship going even before the event starts.
- Consider sponsoring breakfast or lunch for the group in addition to the educational session(s). Everybody likes free food!

Most importantly, don't forget to contact the SBCA Membership team at chapters@sbcindustry.com right away for help! We have assisted many chapters with all types of educational events along the way and would love to help you plan yours. We can assist and support with everything from the invitations and flyer distribution/creation, to the educational presentation content, and even helping to find a place to hold your educational event. We want your event to be unique to your chapter and our job is to support you and help to make it a success!