



INTEGRATING
BUILD WITH STRENGTH
IN A COMPANY

COMMUNICATION

- The Design and Construction Community
- The Importance of a Plan
- The Website and the Groundwork

MARKETING

- Social Media
- Stories
- Metrics

BUILD WITH STRENGTH

COMMUNICATION

THE DESIGN AND CONSTRUCTION COMMUNITY

- *The importance of education*
 - *Educating the right people, with the right information*
- *Potential for impact*
 - *Private Foundations or Grants*
- *The importance of connections...and using them*
 - *Reidway/Grogan example*

BUILD WITH STRENGTH

COMMUNICATION

THE IMPORTANCE OF A TEAM

- *Company Approach vs. Group Approach*
- *Utilizing Your Local and State Associations*

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COMMUNICATION

The Umbrella and the Screen door

- *Have the right media for the right meeting*
 - *General information for introductory meetings*
 - *Specific information for progressive meetings*
- *Use the information that the NRMA provides*
 - *Case Studies*
 - *Project Examples*
- *Understanding the points to emphasize*
 - *Who is interested in what*

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SOCIAL MEDIA



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