

AISC has developed a program FOR the structural steel industry to address these changes. Through effective business development and early involvement education and training, we can make steel the material of choice!

BRING YOUR KEY STAFF to learn how you can best position your company to get a seat at the table as a valuable contributor in the decision making process.

WHY ATTEND?

We are all seeing the growing number of precast and wood projects invading the Mid-Atlantic market. This is your chance to learn how you can position your firm to fight this trend through effective business development and early project involvement.

WHEN?

Thursday, July 20, 2017
10:00 a.m. – 5:00 p.m.
Registration opens at 9:00 a.m.

LEARN MORE and
REGISTER TODAY at
www.aisc.org/EIWorkshop

Early
Involvement & Marketing

WORK-
SHOP

for the Structural
Steel Industry

HOW MUCH?

\$25 for members of AISC or
Mid-Atlantic Steel Fabricators Association
\$300 for Non-members

WHERE?

Holiday Inn Philadelphia–Stadium
900 Packer Avenue
Philadelphia, PA 19148

Over the last 10 years, many things have changed in the construction world:

- Increased competition from concrete and wood.
- Increased emphasis on cost when margins are already tight
- Greater aversion to risk
- Online business relationships
- New generation of decision makers

FULL DAY SEMINAR!

Includes a working lunch and a cocktail reception.

WHO SHOULD ATTEND?

Steel fabrication project managers, estimators, sales staff, management, industry vendors, and future generation of leadership for your shop.