

POWERING
CHICAGO ⚡

IBEW 134/NECA

BETTER CONSTRUCTION.
BETTER CAREERS.
BETTER COMMUNITIES.

COMMUNICATIONS 2020 (AND BEYOND)

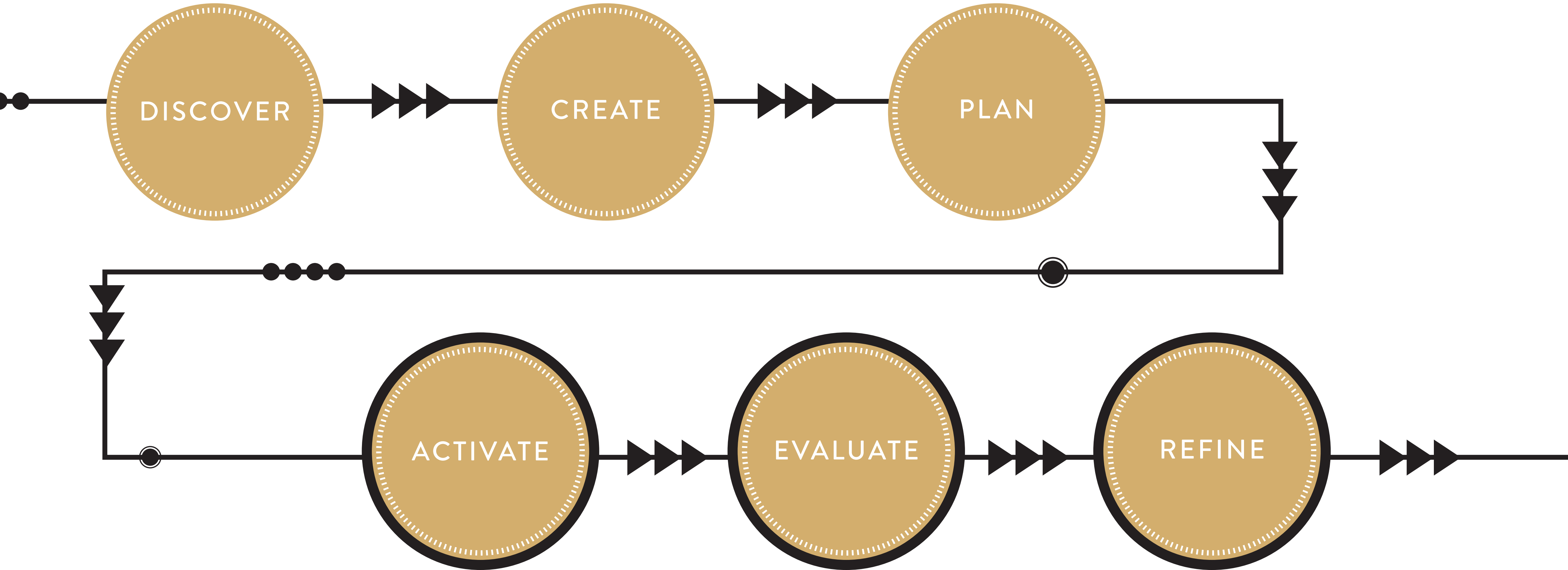


THE
HARBINGER
GROUP

OUR APPROACH



READY TO ACTIVATE!



GOALS

POWERING CHICAGO'S BUSINESS GOALS

- ⚡ Build market opportunities for member electricians and electrical contractors
- ⚡ Increase qualified membership for 134 and for ECA Chicago
- ⚡ Attract talented candidates to the apprenticeship program and contractor positions



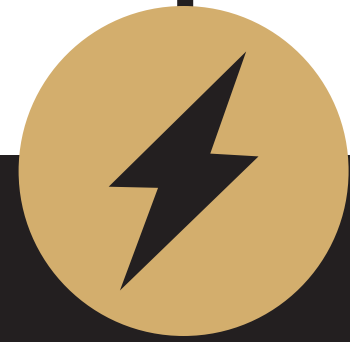
COMMUNICATIONS GOALS - INCREASE AWARENESS, UNDERSTANDING & BUY-IN

- ⚡ "Decision-makers" & "influencers" re: **the value & advantages of union labor**
- ⚡ "Decision-makers" & "influencers" re: **PC as the voice of electrical construction technology for the region**
- ⚡ Member electricians & contractors re: **PC's market development work**



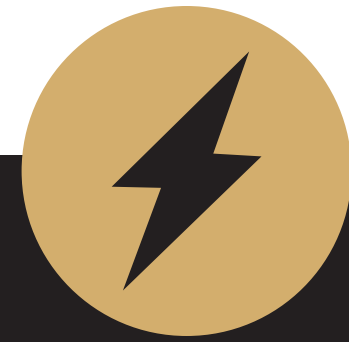
THE PEOPLE WHO MATTER MOST

TARGET AUDIENCES



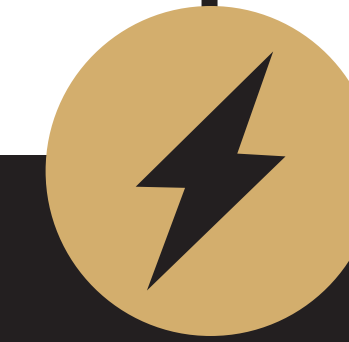
PRACTITIONERS

- Union electricians
- Non-union electricians
- Member contractors
- Non-member contractors
- Current apprentices
- Apprentice prospects



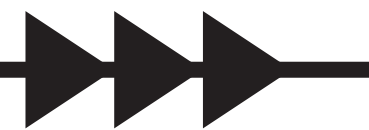
DECISION MAKERS

- General contractors
- Developers
- Project engineers
- Purchasing agents
- Business Owners



INFLUENCERS

- Architects
- Engineers
- Media
- City/county government



WHAT WE LEARNED FROM THE PEOPLE WHO MATTER MOST TO POWERING CHICAGO

⊕ — There is a **clear opportunity to increase awareness** of Powering Chicago. The majority of respondents said they were not aware, despite having been recruited by Powering Chicago to participate in this study.

⊕ — Current **primary sources of information** about electricians/electrical contractors are: professional colleagues, online sources, and professional associations.

⊕ — **Top criteria when hiring** electricians/electrical contractors: past performance, cost, and relevant experience.

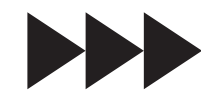
⊕ — Factors **impacting the decision to hire** union vs. non-union: directive from owner, city requirements, availability and capabilities needed for the project (*e.g. "training and quality process, ability to use technology and BIM"*).

⊕ — The **predominant types of media regularly used** by respondents are websites and television, followed by online and hard copy magazines.



YEARS 1-3

YEAR ONE

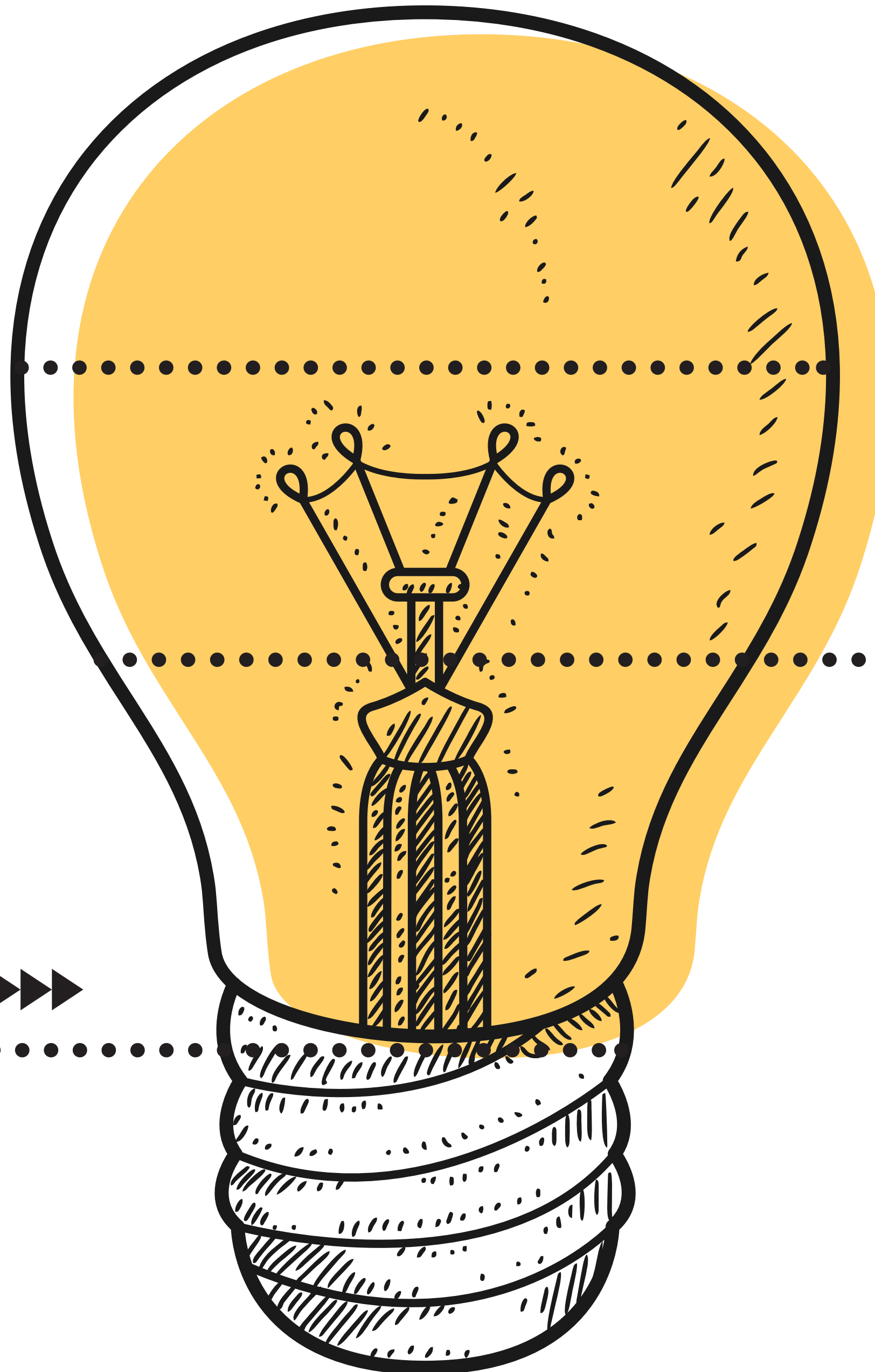


- Focus Relationship Building
- Market Research Platform
- Content Creation
- Earned Media Infrastructure
- Social Media Infrastructure
- Website

YEAR THREE



Growth



YEAR TWO

- Impact
- Otp
- Email Marketing
- Sponsorships



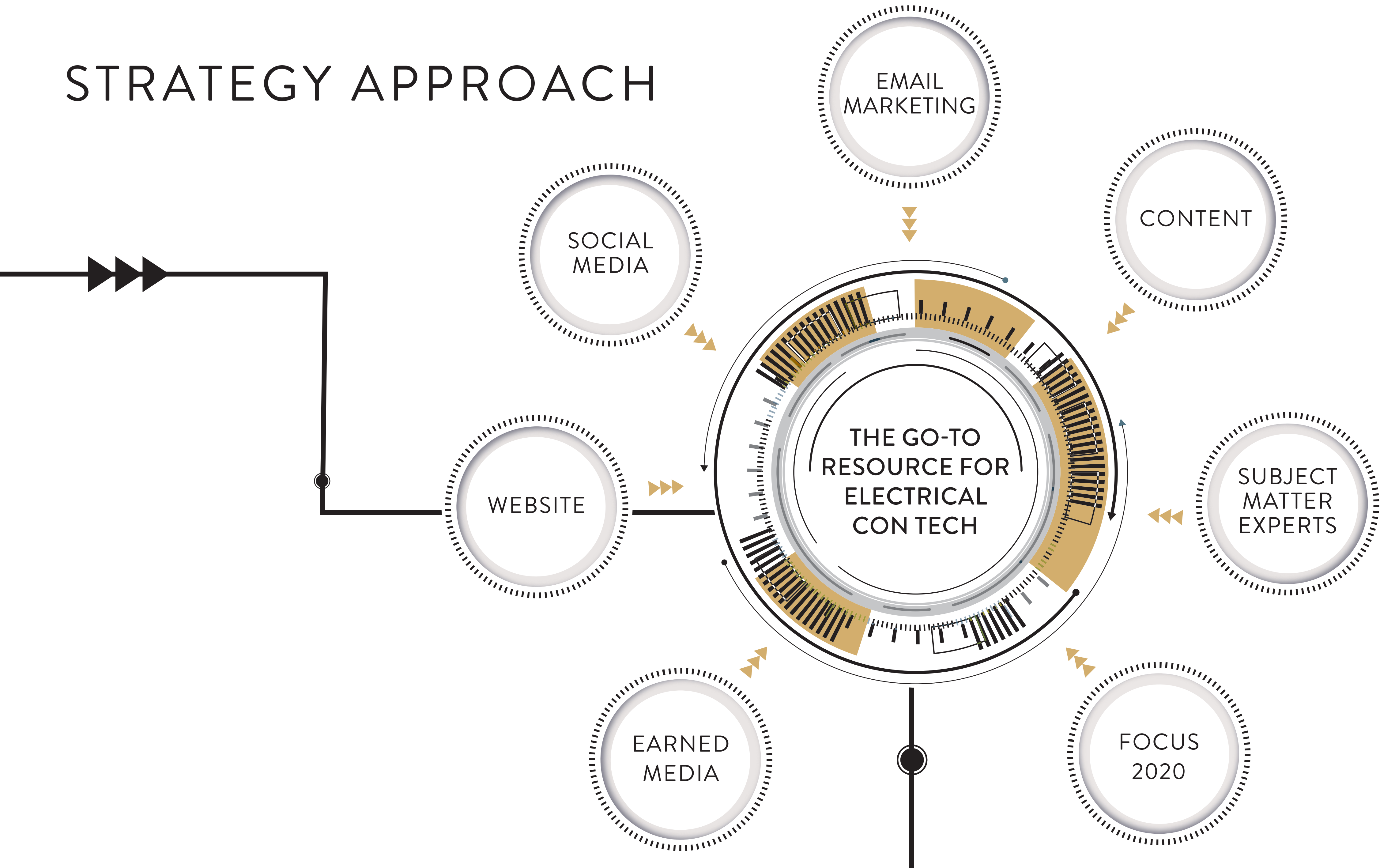
POSITIONING

KEY DIFFERENTIATOR: the sophistication of IBEW 134 and ECA Chicago members, coupled with your renowned apprenticeship program that elevates industry performance in terms of safety, experience and reliability.

POWERING CHICAGO will be the go-to resource and “voice” for insights and answers about electrical construction technology in metro Chicago and Cook County, thereby raising the profile of your distinctly knowledgeable labor force and increasing the size of the market for your pros.



STRATEGY APPROACH



MESSAGE MAP

POWERING CHICAGO IS...

an electrical industry labor-management partnership investing in consistently better construction, better careers and better communities within the metro Chicago region.

POWERING CHICAGO'S "VIRTUOUS CIRCLE"

Union members invest \$1.25/work hour in the future of the electrical industry by contributing to the apprenticeship program at the IBEW/ECA Technical Institute...The apprenticeship program builds a sophisticated workforce with positive career potential...By virtue of their skill and commitment, graduates of the program advance the industry to ever higher standards and performance, while also working to better the communities in which they live and work.

BETTER CONSTRUCTION.
BETTER CAREERS.
BETTER COMMUNITIES.

EXPERIENCE. SAFETY.
RELIABILITY. TRAINING.
HOW MUCH ARE
THEY WORTH TO YOU?

POSITIONING: POWERING CHICAGO IS...

the go-to resource and 'voice' for insights and answers about electrical construction technology in metro Chicago and Cook County.

- ⚡ Technology + Safety
- ⚡ Technology + Productivity
- ⚡ Construction Industry – Cook County
- ⚡ Construction Industry – Chicago
- ⚡ Industry Inclusiveness, Diversity

CONSTRUCTION TECH RESOLVES...

- ⚡ Labor shortages
- ⚡ Low productivity
- ⚡ Rising safety concerns



CONTENT

CORE TOPICS

- ⚡ Electrical Construction Tech
- ⚡ Con Tech Safety
- ⚡ Con Tech Productivity
- ⚡ Construction Cook County
- ⚡ Construction Chicago
- ⚡ Technical Institute
- ⚡ Minority And Women Professionals



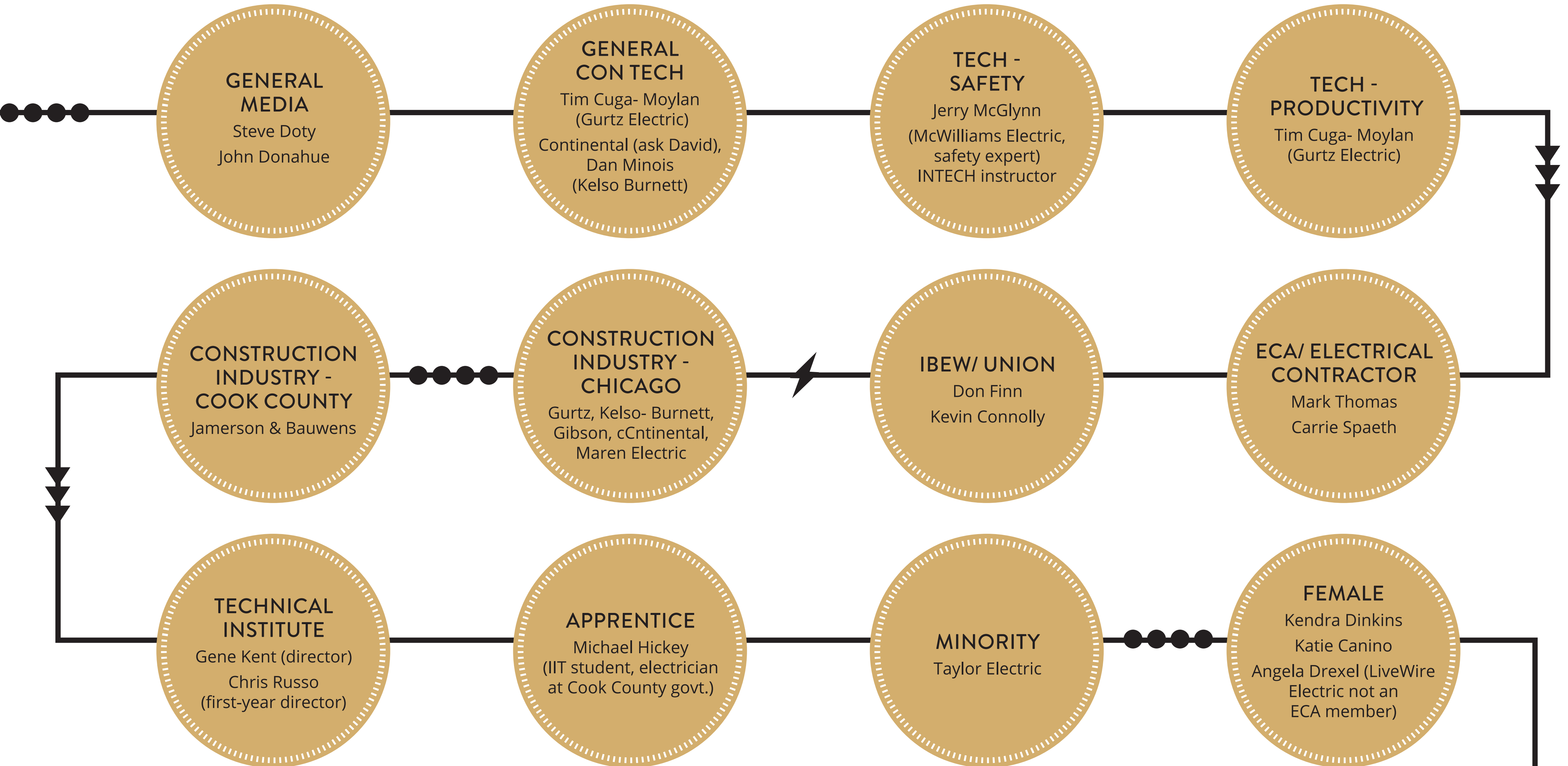
CONTENT

ASSET DEVELOPMENT

- ⚡ Subject Matter Expert Profiles
- ⚡ Thought Leadership (Long Pieces, Blogs, Podcasts)
- ⚡ Customer Case Studies
- ⚡ Electrician & Contractor Profiles (*Eg. Taylor Electric*)
- ⚡ Infographics
- ⚡ Fact Sheets
- ⚡ Mat Releases
- ⚡ Impact Graphics – Safety, Sophistication (Tech), Reliability, Experience...Foia Request Re: Sites That Fail Safety Inspections



SUBJECT MATTER EXPERTS



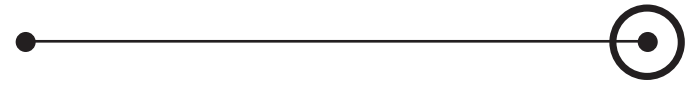
FOCUS 2020

BUILD RELATIONSHIPS TO BOOST THE BRAND

Targeting collaboration with six partners to bring Powering Chicago closer to the people who matter most and leverage their brands to build our own.



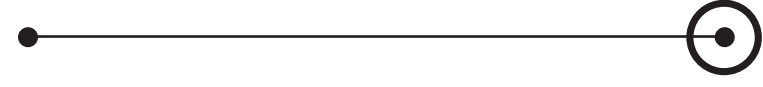
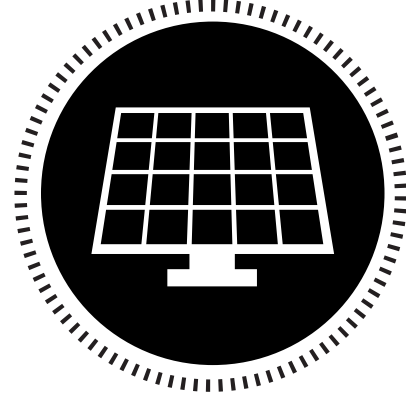
TACTICS



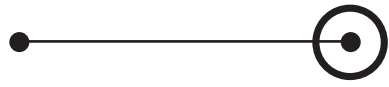
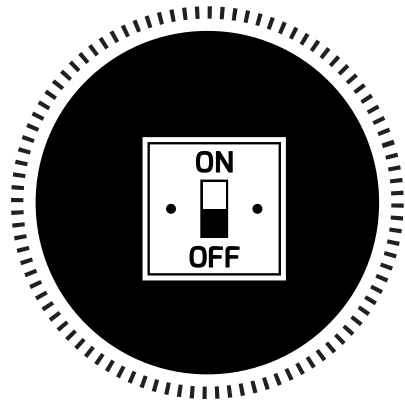
BRANDED RESEARCH



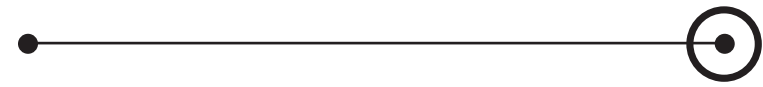
THOUGHT LEADERSHIP



COMMUNITY IMPACT



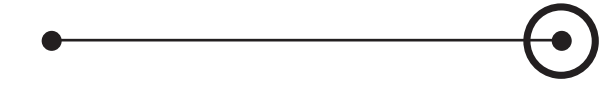
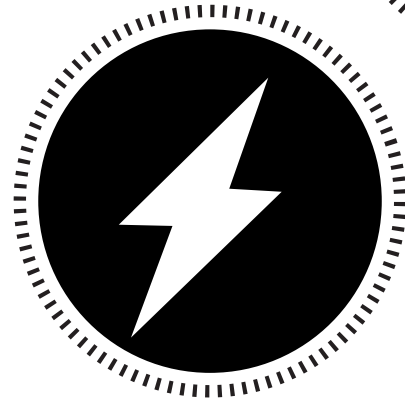
OUTREACH



EVENTS/SPEAKING OPPORTUNITIES



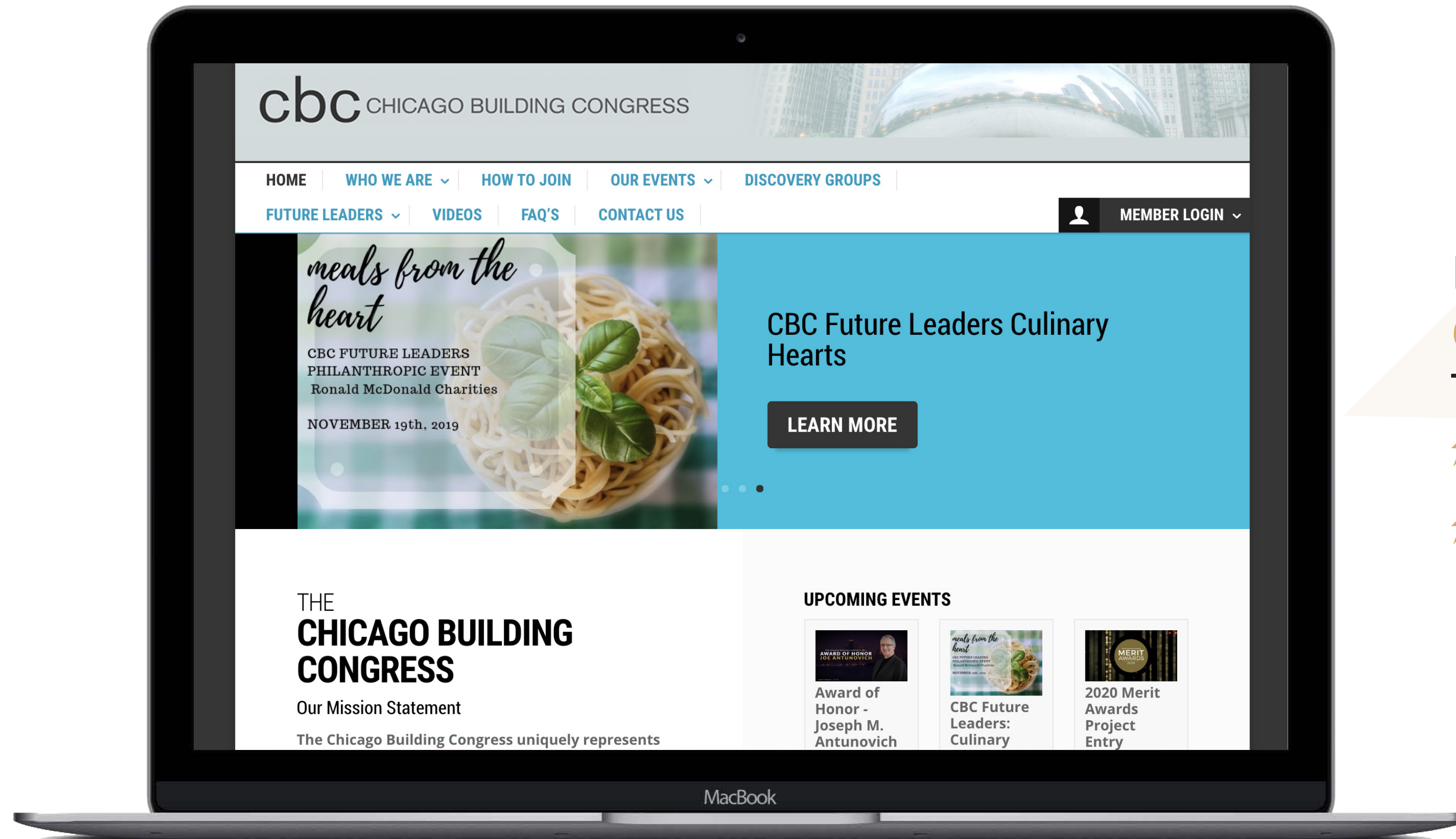
CO-HOSTED EVENTS



AWARDS



CHICAGO BUILDING CONGRESS



POTENTIAL RELATIONSHIP OPPORTUNITIES:

- ⚡ Co-host a panel discussion
- ⚡ Participate in monthly member luncheons



BOMA



POTENTIAL RELATIONSHIP OPPORTUNITIES:

- ⚡ Become an Affiliate Member of BOMA
- ⚡ Host a Lunch and Learn Seminar
- ⚡ Sponsor the TOBY Awards
- ⚡ Submit thought leadership pieces



CHICAGOLAND AGC (ASSOCIATED GENERAL CONTRACTORS)

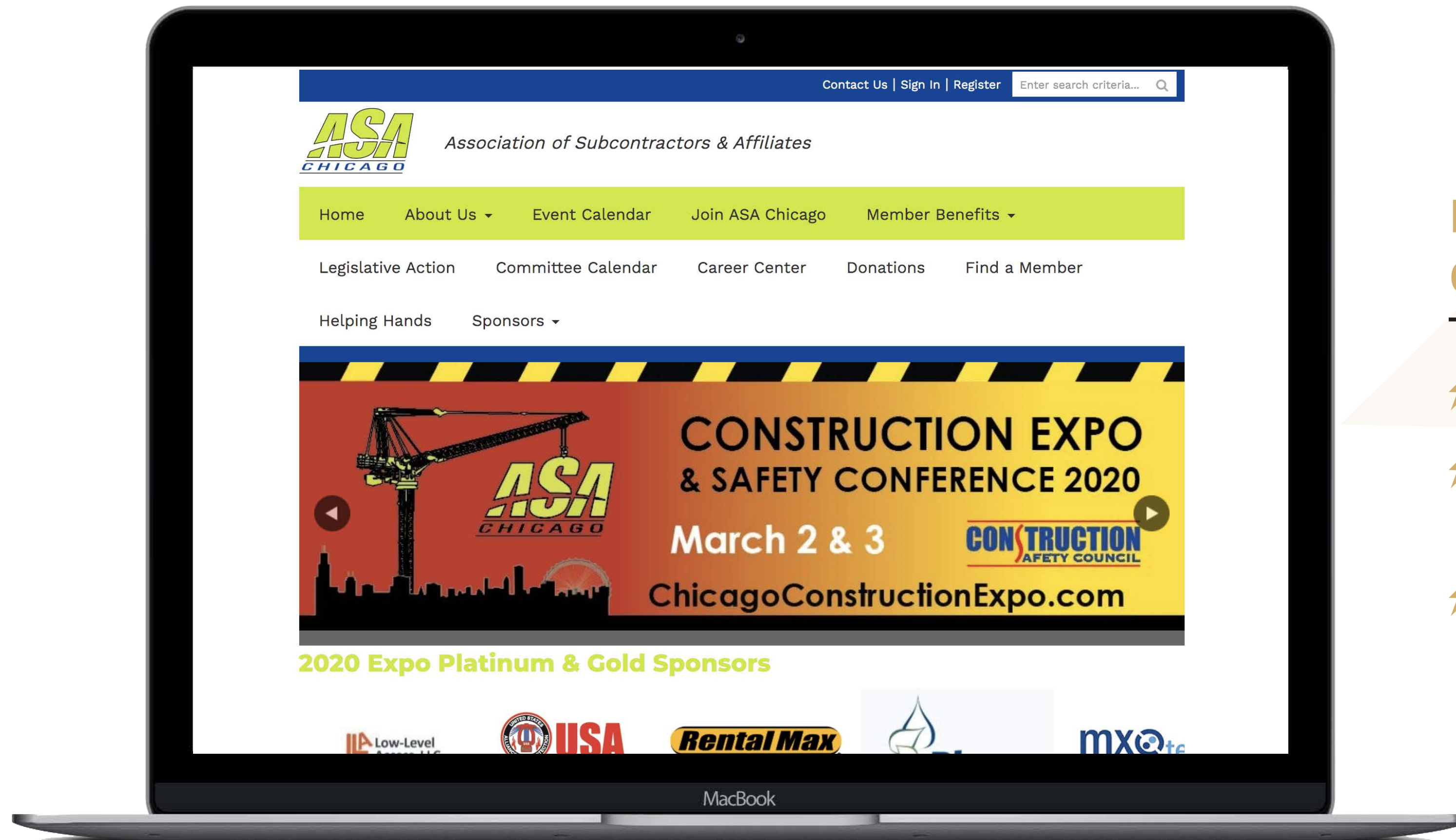


POTENTIAL RELATIONSHIP OPPORTUNITIES:

- ⚡ Conduct an annual survey
- ⚡ Provide thought leadership commentary
- ⚡ Submit guest columns and content
- ⚡ Establish a research methodology
- ⚡ Create meaningful opportunities
- ⚡ Explore opportunities to sponsor



ASA CHICAGO (ASSOCIATION OF SUBCONTRACTORS AND AFFILIATES)



POTENTIAL RELATIONSHIP OPPORTUNITIES:

- ⚡ Pursue speaking opportunities
- ⚡ Explore sponsorship and participation opportunities
- ⚡ Submit thought leadership content



WORLD BUSINESS CHICAGO



POTENTIAL RELATIONSHIP OPPORTUNITIES:

- ⚡ Collaboration to create a Center of Excellence
- ⚡ Make editorial contributions



CHICAGO REGIONAL GROWTH CORPORATION

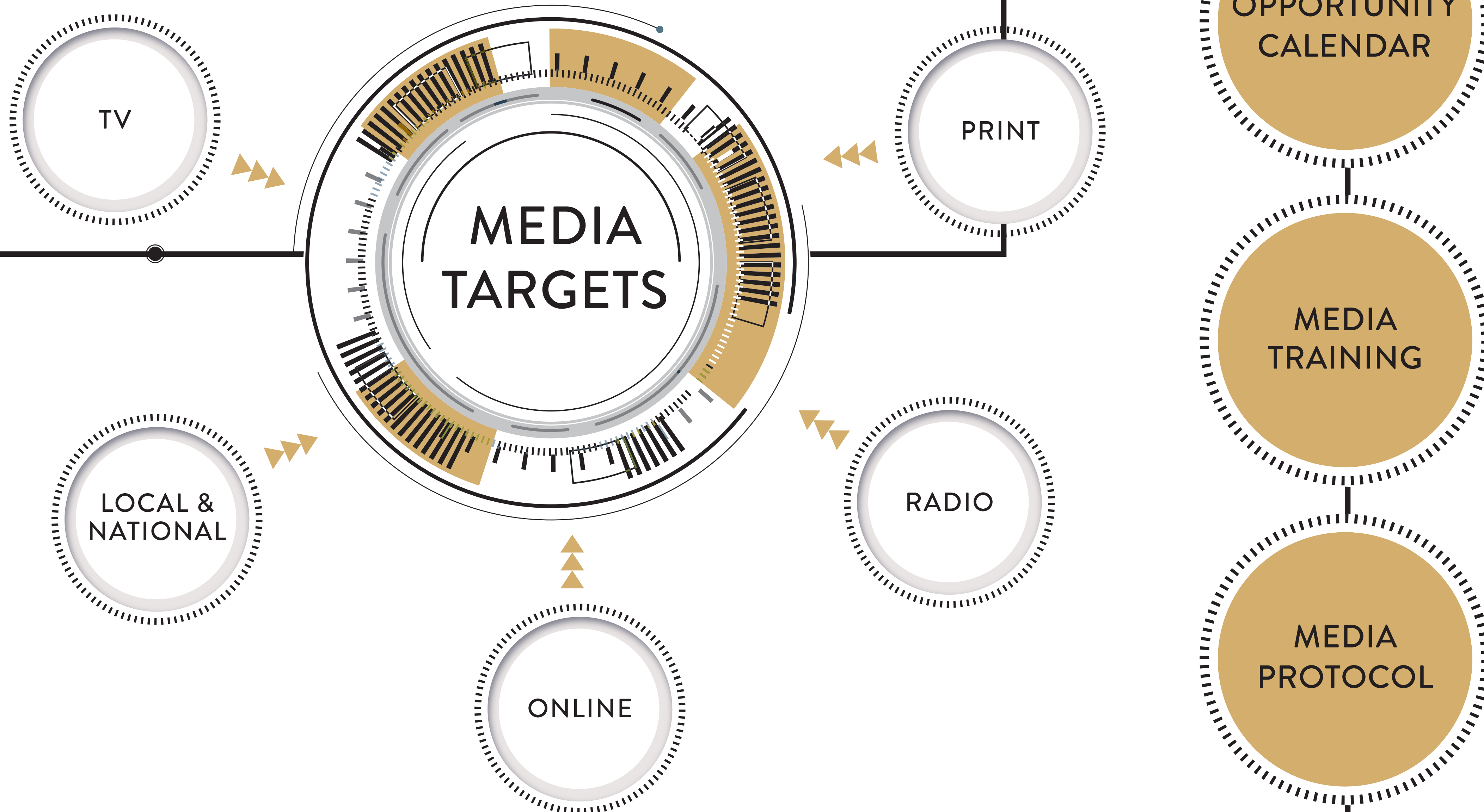


POTENTIAL RELATIONSHIP OPPORTUNITIES:

- ⚡ Partner with CRGC to establish a "Power & Energy Cluster"



EARNED MEDIA



SNAPSHOT OF MEDIA TARGETS



LINKEDIN



FACEBOOK



TWITTER

