



Structural Timber Magazine.co.uk

# Factory Tours

Marketing & Delegate  
Recruitment Support



[www.insideoffsite.co.uk](http://www.insideoffsite.co.uk)

In association with



## Dynamic Business Development Mechanism

**OPENING UP YOUR MANUFACTURING FACILITY IS AN EXCELLENT WAY TO PROMOTE YOUR SYSTEMS AND ENGAGE WITH NEW CLIENTS. THESE FACTORY TOURS ARE AIMED PREDOMINANTLY AT ARCHITECTS, CLIENTS, CONTRACTORS, ENGINEERS AND PROJECT MANAGERS WANTING TO LEARN ABOUT STRUCTURAL TIMBER TECHNOLOGIES AND APPLICATIONS.**

As well as networking opportunities on the day, you will benefit from pre-and post-event marketing including PR and social media activities, promotional eshots to over 60,000 subscribing recipients, feature in the ST MAG newsroom and a write-up in the Structural Timber Magazine which is distributed in hard copy to nearly 10,000 readers.

In addition to the base level support activity host companies are given the opportunity to purchase a photography and/ or a video package\*\* which includes filming of the tour and manufacturing facility, delegate interviews and testimonials. This footage will then be used to support magazine coverage or edited to produce a two minute promotional video.

Radar Communications have put together a FIXED PRICE support mechanism to help all ST MAG Factory Tour host companies to generate targeted footfall and acceptable numbers for each event.

### Support activity includes:

- Identify target companies – based on the brief provided by the host company - and contact them with dedicated eshots to generate interest in the event
- Call all potential targets to ensure that information has been received and establish firm interest
- Record interested parties that cannot attend on the allocated date but that may be interested in visiting outside of tour times
- Close out pending/interested delegates – register delegates for Factory Tour
- Confirm details of attendees with information regarding logistics – timescale/location/PPE etc.
- Contact confirmed delegates 72-48 hours before the Tour to ensure that they are still planning to participate
- In the event that registered delegates are not able to attend - establish whether they will be sending a replacement or wish to be contacted to arrange a separate visit/meeting
- Establish any specific requirements regarding special access issues or dietary requirements
- Provide Delegate List for the event – including full contact details for each delegate – noting special requirements as appropriate
- Issue Feedback Questionnaire, CPD Certificates and provide a short Feedback Report





“Feedback from the EOS Facades factory tours has been outstanding, with attendees reporting that the event changed their perception of our company and their knowledge and likelihood of using our technology. The most important outcome was that 100% of attendees stated that they would like to work with EOS Facades in the future, clearly demonstrating that delegates were well targeted and relevant. The post event analysis provided invaluable intelligence and factory tours are now an essential component of our business development activity.”

**Steve Thompson**

*Managing Director, EOS Facades*

**THIS SUPPORT MECHANISM WILL BE PROVIDED ON A FIXED COST BASIS. EACH HOST COMPANY WILL BE CHARGED £3450+VAT FOR THE SERVICE OUTLINED AND CPD CERTIFICATION FEE.**

For previous Factory Tours where Radar have provided this support mechanism there have been in excess of 60 attendees at each event. It is therefore imperative that the host company defines how many delegates they are able to host in one session or whether they wish to host two sessions in one day – morning and afternoon. Radar can provide input in to this formatting and management resource on the day as required - subject to agreement of fees.

\* Photography and video packages are charged separately.

To confirm your interest in using this dynamic business development mechanism please contact:

**David Smith on 01743 290001**

or email [david.smith@radar-communications.co.uk](mailto:david.smith@radar-communications.co.uk)

NOTE: Only one Factory Tour will be hosted each month so service availability is limited.





“We have hosted factory tour events since the beginning of 2016. These are hosted at our Kingspan TEK® advanced manufacturing facility in Selby. We target construction specifier professionals and since starting the factory tours delegates have travelled across the UK to attend these events. Factory tours provide vital insight for delegates and offer us the opportunity to not only speak directly to potential new clients but to use the post event analysis provided by Radar to identify companies who have live projects and would like to schedule further meetings to discuss these and our technology offering.”

**Ian Loughnane**

*Business Unit Director, Kingspan Timber Solutions*

**Structural Timber Magazine** is dedicated to covering the UK's leading mainstream low-carbon construction material and its positive impact on the built environment.

To find out how the Structural Timber Magazine can help your business raise its brand profile and keep the construction sector informed about the latest innovations, product design, technology, specifications, case studies etc. please feel free to contact **David Smith** to discuss your requirements.

**T: 01743 290013**

**E: [david.smith@structuraltimbermagazine.co.uk](mailto:david.smith@structuraltimbermagazine.co.uk)**



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