



Marketing & Communication e-news

October 2014

National Precast executive compendiums available!

Order now!

Welcome to National Precast's *Marketing & Communication e-news*. This publication has been designed to keep you up-to-date with the latest precast-related marketing information.

We welcome content from Members.

Would you like one of your flooring projects made into a video? Let us know!

Don't miss out!

The Precaster member recruitment drive is on!

After lots of research, surveying and discussion, we have developed a new brochure to help grow our Precaster membership. We have got the brochure to a point where we are now ready for your feedback. We have included head shots of many of our Precaster members and have taken the liberty of including a sample testimonial. If you would like to update your photo or change your testimonial please feel free to get in contact and we will make the necessary adjustments.

We would love your feedback!

Precasters - Why did you become a Member? Why are you still a Member? Let us know if we have missed anything or if anything could be improved. This brochure is going to be given to people just like you, so your opinions and feedback would be incredibly helpful.

[Click Here to download the brochure.](#)

Please contact Sarah at exec@npcaa.com.au or on (08) 8178 0255 with any feedback or comments.



Precast Concrete Handbook - Student ed CDs

We have recently had a couple of requests from Members for Student Editions of the Precast Concrete Handbook to give out to students when they are visiting. We are making Student Editions of the CDs available to Members at a significantly discounted rate. If you would like to order some, you can download an order form [here](#).

Wall planners

2015 wall planners have been sent out to all Members, so if you haven't received yours yet, expect to see them arriving in your mail box shortly. If you would like additional copies we are happy to supply them. [Click here to request additional wall planners.](#)



Flooring videos

The first video in our new series of precast flooring videos is now complete. We will be launching it in Sydney at our next quarterly meeting in November. The video will then be viewable on YouTube and directly from the National Precast website.



If you are one of the Members who contributed to the flooring promotional fund and haven't yet spoken to us about getting one of your projects made into a video, please get in contact with us [here](#).

DesignBUILD

Just in case you are not yet aware, National Precast will have a stand at the upcoming DesignBUILD exhibition next year in Sydney. They have a fantastic newsletter to keep you up to date with what will be happening at the exhibition as well as a selection of interesting industry related new stories.

If you would like to read the newsletter online or subscribe to get it straight to your inbox [click here](#).



Case studies



We have just got our new case study template back from the graphic designer and it looks fantastic! We are now in the process of converting all of the old-format downloadable PDF case studies (currently available for you to print from the website), into the shiny new format!

The case studies are a powerful marketing tool to give to your clients and to show off the style, versatility and strength of your products.

If you would like to have one of your projects turned into a case study please feel free to get in contact with us and we would love to help you make it happen.

Many of you already have projects that have been made into case studies, so make sure you check out the case study section of the website [here](#).



National Precast Concrete Association Australia

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