

How National Precast can help you

Build Your Brand

Precasters are generally humble by nature and slow to shout out about the magnificent contribution they are making to our built environment. We are proud of the work our members do, and that's why our membership affords Precaster members a range of marketing services that recognise and promote the great work that they do.

- P** Precaster
- PP** Provisional Precaster
- AP** Affiliate Precaster

05 Project case studies

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As a Precaster member, you can have 5 project case studies written for you each year.

We make it as easy for you as possible – you simply provide us with information about the project using a simple template, then we interview you and your clients. A draft is sent to you for approval.

Once finalised, we provide you with 20 printed copies that you can give to existing and potential clients. Many members use these as a part of their tender submissions.

06 Project case studies published in national and international magazines

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The case studies we write for you are supplied to our media partners for publication in a range of national and international magazines. Titles such as *Roads & Infrastructure Australia*, *Built Offsite*, *Build Australia*, *Construction Engineering Australia*, *Highway Engineering Australia* and *Waste + Water Management* are just a few examples.

The magazines – and your project write-ups – are read by thousands of builders, architects and engineers. What a great way to promote your business and precast in general!

07 Promotion on our website and social media pages

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The National Precast website is frequented by government authorities, architects and designers, engineers and builders. Regularly updated and containing a wealth of information, resources and practical tools, it includes a free subscription service, allowing professionals to subscribe to regular newsletters. These newsletters promote both the benefits of precast and of using our members, and serve to educate as well.

After your project case studies are published, they are uploaded to our website and to our social media pages. These serve as a quick reference for professionals by providing design inspiration, product information or examples of your work.

As well as project case studies, all National Precast members are listed in our website member directory. Details about your company are uploaded to the site, as is a link to your own website home page. That increases your Google ranking as well as gives you exposure to your market. For specifiers looking for more details about our Precaster members, they can click through to your own dedicated page, where they can learn about the services and products on offer.

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08 DesignBUILD and conferences

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DesignBUILD is the annual design and construction exhibition held alternately every May in Sydney and Melbourne. As a supporting partner, we have a stand which allows members to promote themselves face-to-face to architects, builders and engineers. The DesignBUILD speaker series is another way to get involved.

As a Precaster member, you can also promote your company at national and international conferences through presenting opportunities.

09 Credibility from using the 'Precaster member' logo

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Studies show that companies who are a member of their relevant industry body are more innovative. The same goes for being credible. Associations are trusted and by being a member of an association, that trust is passed on to you.

Precaster members are eligible to use the National Precast 'Precaster member' logo because they have passed our eligibility entry criteria and that means they are held in high standing.

