



## **Ways Sisters in the Brotherhood (SIB) Committees Can Market at Conferences**

Tradeswomen conferences provide an opportunity to increase awareness about your SIB committee. You can share information about your committee and highlight your activities. Bottom line: You can let women know what you do for others, as well as what you can do for them.

Your presence at conferences can have positive results in a lot of areas:

- More women might attend your meetings
- More women might become involved with your committee
- Your committee might become more successful

Use the following strategies to identify ways to gain visibility and highlight your committee when attending Tradeswomen conferences.

### **A. Participate at the Conference**

1. Volunteer to hold a workshop. Women are always interested in topics like leadership, communication, and goal setting. The SIB website Resource Page has many documents you can use to develop your workshop.
2. Volunteer to help another presenter with a workshop. Your presence will provide an opportunity to engage with women and share information about your SIB committee.
3. Volunteer to chair a group breakout session. Look for opportunities to lead the discussion on mini topics (e.g., social media).

### **B. Advertise at the Conference**

1. Set-up a vendor booth and display information about your SIB committee. Some possible handouts include:
  - a. Brochures, flyers, or information to recruit potential new UBC members
  - b. Brochures, flyers, or information to target new SIB committee members
  - c. Local Union and JATC information (e.g., stickers, pencils)
  - d. SIB website information. Take materials from the website to share at the conference
  - e. SIB Newsletter – Our newsletter is posted monthly on the SIB website with TIPS

shared from SIB committees within the UBC

2. Include contact information about your SIB committee on any handouts used during workshops or breakout sessions.
3. Include information about your SIB committee on any PowerPoint presentation.
4. Distribute business cards with information about your SIB committee.
5. Showcase your SIB Banner. If you do not have one available, check with your council to see if they will purchase one. You can do this by submitting a *letter of request*.
6. Donate SIB T-Shirts for the conference. This might include donations for a specific workshop or prizes for a raffle.
7. Encourage all committee members attending the conference to wear SIB T-Shirts. This is a great form of advertisement for your committee.

### **C. Highlight achievements of your SIB committee**

If your committee has received special recognition, showcase these at the conference. Some possible achievements might include:

1. Recognition for duties performed at the apprenticeship (e.g., workshops)
2. Recognition for activities to assist the council (e.g., political action)

### **D. Highlight achievements of individuals on your SIB committee**

Sisters on your committee have probably done some great things. Make sure you highlight these. Some possible achievements might include:

1. Achievements of journey status
2. Recognition for mentoring role
3. Advancement to new position
4. Change in title, role, or responsibility

### **E. Highlight achievements of Sisters at the UBC**

The UBC ([www.carpenters.org](http://www.carpenters.org)) website contains examples of women who have been recognized for their contributions. Make copies of this information and share it with women at the conference.

### **F. Network at the Conference**

1. Collect business cards from everyone you meet. If someone does not have a business card, ask her to write relevant contact information on a 3 x 5 card. Carry several 3 x 5

cards with you for this reason.

2. Give your business card to everyone you meet.
3. Talk to as many women as possible. Do not stay with one group of women for the entire conference. Instead, seek out women whom you have never met and initiate an introduction.
4. Show that you are interested in women you meet. Ask about their careers, family, interests, likes, and dislikes. Do not dominate the conversation by doing all the talking.
5. Ask women what is the best way to contact them and stay in touch (e.g., email, Facebook, Twitter, text, telephone).

#### **G. Stay in touch after the Conference**

1. Follow up with women you have met within one week.
2. Make it a practice to connect with women at least once a month.