



**Open House Best Practices  
Portland SIB Committee  
(Pacific Northwest Regional Council)**

Below is an abbreviated list of Portland's Best Practices for holding an Open House. Click [here](#) for detailed template.

- 1. Create a vision/purpose for the Open House**
- 2. Gain support from SIB committee members**
  - a. Involve supportive members in planning and implementing activities.
  - b. Identify duties and responsibilities.
- 3. Identify people/groups needed for a successful Open House**
  - a. Contractors and criteria for involvement.
  - b. Sisters and criteria for involvement.
  - c. Brothers and support role.
  - d. Business representatives/organizers and support role.
  - e. Training staff/instructors and support role.
- 4. Gain support from key allies**
  - a. Present vision/purpose with key allies and describe benefits of Open House: apprenticeship coordinator, council leadership, council staff, Brothers, contractors.
- 5. Present a written proposal to council leadership**
  - a. Create a brief description that describes the vision/purpose of the Open House.
  - b. Answer all questions involving the *what, where, why, and when* of the Open House.
  - c. State the goals and potential outcomes that would occur from the Open House.
- 6. Market, advertise, and promote the Open House**
  - a. Send invitations on council letterhead to contractors.
  - b. Send written invitations.
  - c. Send postcards.
  - d. Make telephone calls.
  - e. Request RSVP's.
  - f. Make announcements at monthly local union meetings.
  - g. Use Facebook, emails, and other online communications.
  - h. Use word-of-mouth through SIB members.
- 7. Conduct planning discussions with journeymen**
  - a. Discuss strategies for networking and reaching out to Sisters during the Open House.
  - b. Discuss strategies for asking questions and answering questions. Prepare list of possible questions and answers.
- 8. Conduct planning discussions with contractors, representatives/organizers, instructors, and leadership**

- a. Talk one-on-one with each group and cover the following: explain their involvement during the Open House, offer invitations to serve on leadership discussion panel, offer invitations to speak directly to the group.

**9. Encourage outreach and networking during the Open House**

- a. Have “welcoming table” set up with someone to greet everyone.
- b. Provide nametags for everyone.
- c. Provide blank business cards that include space for name, phone, and email.
- d. Allow sufficient time before the meeting for networking: refreshment period.
- e. Have journeywomen reach out to apprentices and introduce apprentices to contractors.

**10. Provide materials for learning and development during the Open House**

- a. Have “resource table” that includes useful materials and information.

**11. Use process, speakers, and presentations that support the vision/purpose**

- a. Start and close the Open House on time.
- b. Show video.
- c. Allow time for council leadership, staff members, and invited guests to speak.

**12. Show appreciation of apprentices**

**13. Show appreciation of contractors**

**14. Make child care arrangements**

**15. Follow-up and publicize after the Open House**

- a. Submit press release to local business journal/trade magazine.
- b. Submit article to council newsletter.
- c. Send thank you letters/cards to contractors and invited speakers.
- d. Make telephone calls to journeywomen and apprentices to get feedback.