



How to get involved in United for Infrastructure 2022

Everyone is welcome to participate in United for Infrastructure 2022! There is no fee or cost to join our effort. Just make sure to [sign up on our website](#) so we can share resources, include your event on our shared calendar, and highlight your work. It is critical to TELL US WHAT YOU ARE PLANNING so we can help promote it or connect you with other interested parties in your area.

For the last decade, chambers of commerce, labor groups, engineering firms, transit agencies, water utilities and many other kinds of organizations have found ways to participate in United for Infrastructure. Elected officials at the local, state, and federal level have issued proclamations and resolutions declaring support for investing in infrastructure. Leaders have written opinion pieces and conducted media interviews to get the word out about the importance of prioritizing our roads, rails, pipes, ports, and more.

YOU are invited to do whatever works for you in the name of supporting infrastructure. There are more ideas in the participation guide for how to get involved if you're looking for inspiration.

Planning your own event

If you want your organization to host an event for United for Infrastructure 2022, there are a few questions you'll want to answer:

- 1) Who is going to participate in this as a speaker, host, or partner?
- 2) Who is the audience?
- 3) How will we promote it?
- 4) Do we have goals for attendance?

From our experience, partnerships really help. If you can co-host with some complimentary groups in your region or sector, you can draw on their relationships for promotion and audience as well.

You should also think about if you want to "show" or "tell." By that we mean, a visual tour of infrastructure can be a great way to show what we're talking about when we say "infrastructure" or when we're advocating for investment. If you can host a tour of a construction site, a water treatment plant, a transit depot or other relevant site, it can help bring your story to light. Those tours can be done in-person with a small group, with media invited a long, or you could record it and release it digitally. Remember, you don't necessarily need a video crew! Even footage recorded on your phone can help stakeholders understand your needs and issues.

Ideas for In-Person Events

As we mentioned above, taking people in person on a tour of something they don't get to see every day can be popular. For in person events, you might want to think about inviting local leaders and the media along.

Other in person events can be more of a "tell" than a "show," meaning you can host a panel discussion with leaders sharing their thoughts about what is next for infrastructure in your region. You might want to invite elected officials, leaders from your chamber of commerce, airport, port, transit authority or water utilities to share their expertise.

Successful panels are best when they are moderated by someone who is well briefed on the topic and skilled at moving a conversation along, while ensuring everyone on the panel is given time to speak.

If you want to do a longer event than just one panel – say a half day series – be sure to feed your audience. You could make it a breakfast or a lunch. Make sure the program is varied to keep it interesting: a mix of one-on-one conversations, keynotes, panels, and previously recorded videos are good to keep the energy up and the program interesting.

Run of Show for In-Person Events

Below is an example of an in-person event United for Infrastructure is hosting at a manufacturing facility:

3:00 **Doors Open for Attendees**

3:30 **Welcome for Event (10 minutes)**

Brief remarks on infrastructure and economic development.

- Mayor

3:40 **Fireside Chat: The View from Washington (20 minutes)**

Discuss Congressional and federal updates on the IIA with a focus on transit, energy, manufacturing, and supply chain issues, as well as updates on Build Back Better.

- Member of Congress
- Interview: Patrick Sabol, CEO, United for Infrastructure

4:00 **Fireside Chat (25 minutes)**

Interview on IIA implementation with a focus on energy infrastructure and transportation.

- Governor
- Interviewer: State Chamber of Commerce CEO

4:25 **In Focus: Building Local Partnerships for Success (40 minutes)**

Deep dive into how state/local/private sector partnerships can lead to successful deployment of key advances in electrification from grid modernization and resilience, to EVs and transit.

- Corporate Executive
- Transit Executive
- Local Elected Official
- Moderator: Patrick Sabol, CEO, United for Infrastructure

5:05 **Event Close**

Ideas for Virtual Events

One of the positives to come out of the last few years is that we learned a lot about how to host virtual events, and while sometimes it is hard or impossible to replicate some of the benefits of in person events, there are lots of reasons to go virtual. First, you can reach more people for less money and have a more inclusive event if you host it virtually. Second, you can still transfer knowledge and have discussions, or show people something they don't get to see every day, perfectly well in a virtual setting. Third, people are used to virtual events now and it might be even easier to get them to attend from the comfort of home than it is to ask people to come to something in person.

Basically, anything you were thinking about doing in person can probably be done virtually now. Host a panel discussion on Zoom, GoTo Webinar, or another virtual webinar platform. Take a video crew on a tour of your facility, edit it with some music and graphics, and release your virtual tour online.

You may need to think through a few things specific to virtual events, such as “are we going to do this live or taped?” or “do we want to take question from the audience during this discussion?” Make sure you have a clear vision and run of show for your virtual event, just like you would a live event, where you answer all of those questions. If you are filming in advance, find someone on your team or a freelancer with some video editing capabilities for smooth intros, outros, graphic treatments, and royalty free music.

Run of show and considerations for virtual events

Below is an example of a webinar United for Infrastructure hosted on Zoom, you can also watch examples we've done over the last year here: <https://vimeo.com/showcase/8733024>

12:00 **Welcome**

- Patrick Sabol, CEO, United for Infrastructure

12:05 **Fireside Chat: The View from Washington**

- The Honorable Brenda Lawrence, Congresswoman, Michigan's 14th Congressional District
- Interviewer: Patrick Sabol, CEO, United for Infrastructure

12:20 **Seizing the Opportunity to Create Safer Streets**

- Jane Terry, Vice President for Government Affairs, National Safety Council
- Brittney Kohler, Legislative Director, Transportation & Infrastructure Services, National League of Cities
- Christopher O'Connor, President & CEO, Humanetics Group
- Moderator: Patrick Sabol, CEO, United for Infrastructure

1:00 **Closing**

- Patrick Sabol, CEO, United for Infrastructure

Promoting an event & social media

Whether you go with in person or virtual, promotion of your event will be key. You want to drive an audience to it and make sure people know how and where to watch.

Again, we want to stress how helpful partnerships are for these kinds of events. Many hands make light work. Ask your speakers, co-hosts, and event partners if they will help with promotion. Make their job easy by giving them social media posts already written with the correct handles tagged in them, so all your partners have to do is copy and paste. Give them graphics that promote your event, already correctly sized for whatever platforms your partners use.

One piece of advice from our experience of promoting events – even if your LinkedIn page doesn't have the most followers compared to other channels, such as Facebook or Twitter, we have found that LinkedIn drives a lot of traffic to professional events. Which makes a lot of sense – that is the platform professionals are using for work related information. So be sure to promote on LinkedIn and any other social channels you have, use newsletters, email lists, and if you have the budget, ads in local media to spread the word.

Get in Touch

If you want help brainstorming events or finding partners, don't hesitate to reach out! We're here to help you participate. Feel free to email our CEO, Patrick Sabol at pat@unitedforinfrastructure.org. Also, don't forget to sign up at <https://unitedforinfrastructure.org/joinus/>.