

Exhibitions Day presents a great opportunity for members of the exhibitions and events community to champion their work, their way of life and their industry's contributions to the US economy.

But these efforts don't have to start or end with our meetings on Capitol Hill. There are ways to promote the industry at the local level that can have just as strong of an impact. Below are three quick and easy ways that you can advocate locally!

Attend Your Community's Existing Meetings

- Advocacy doesn't require that you to create all of your own events, often times you can advocate by being involved in what else is already going locally –
 - Check **local chamber websites** for any breakfasts or luncheons featuring local representatives ****if none are planned, contact your chamber leaders and request one****
 - It's your right to know what decisions your city councilmembers are making that could impact you, take advantage of these public (and often free) forums and learn the facts
- Find out your **city council's meeting schedule and agenda** – you never know when certain legislation or topics that impact our industry could be on the docket
 - **Remember:** you can also add a topic to the docket, inquire with your city council website or administrators as the process to be added to the agenda will vary by market

Keep Your Community Leaders Informed

- Repurpose information you're already sending to your other audiences (members, employees, partners, etc.) and make sure your contributions are part of the local conversation
 - Create **short one-pagers** that provide an annual or bi-annual snapshot of how your company or organization supported local businesses through exhibitions
 - **Remember:** these are meant to be quick communications – send by mail or email – that help encourage relationship building and visibility with your community's civic leaders
 - Leverage other efforts going on and inform leaders how those actions also impact their community – ex. pass along the Exhibitions Day 2016 press release to your local representatives and flag that these conversations will be important to local economy
 - Utilize **social media channels, corporate blogs and other platforms** to support the issues that matter to you and your organization:

- If you're not sure how to phrase your comments, reach out to David Bott (David.Bott@edelman.com) with the EMB team and he can work with you to craft the right statements and comments

Convene Local Advocates

- Bring other local industry members together for conversation, idea-sharing and collaboration can be very valuable:
 - Reach out to others in your industry to see if they've been involved in any advocacy efforts; a lunch or breakfast could provide all the background you need to get started
 - Host individuals at your office to talk about the issues they're interested in or concerned about to help gather intel on the topics impacting your community
 - Using the conversation as a starting point, you can identify specific issues to raise with your local representative more directly via email or a written letter
 - By bringing the voices together, you can build a stronger coalition to host your local Mayor or other city council members live for an in-person discussion:
 - **Remember:** these types of conversations are NOT for confrontation, they're for education. Keep things casual and informative, stress how important the community is to you all and city officials will see the common ground