

Stakeholder and Community Relations



SIGNS MEAN BUSINESS



INTERNATIONAL SIGN ASSOCIATION



International Sign Association (ISA)

On-premise signs

- Local level of government
- Small manufacturers

Stakeholders

- Planners
- Chambers/businesses
- Neighborhood/Interest Groups



Winning at the Local Level

Environmental mastery*

- Be reliable
- Be credible
- Be available

*or at least adequacy



The Chicago Way

- Identifying issues
- Taking polls
- Getting stories

- Social media
- Traditional media

The Chicago Way





Sign Manufacturing Day

Annual event that raises awareness of the sign industry as a career

Local high schools

Vocational schools

Chambers of commerce

Government officials



INTERNATIONAL
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www.signs.org

Sign Manufacturing Day



ts.org



Sign Manufacturing Day





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