Stakeholder and Community Relations

SIGNS MEAN BUSINESS



International Sign Association (ISA)

On-premise signs

- Local level of government
- Small manufacturers

Stakeholders

- Planners
- Chambers/businesses
- Neighborhood/Interest Groups

A INTERNATIONAL SIGN ASSOCIATION WWW.SIGNS.Org

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





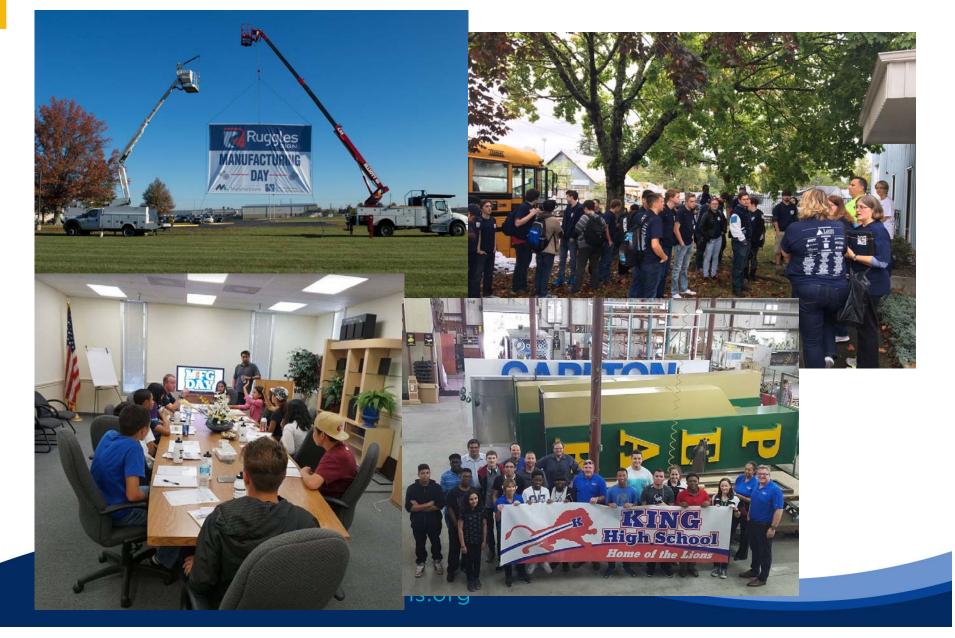
Sign Manufacturing Day

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

Local high schools Vocational schools Chambers of commerce Government officials



Sign Manufacturing Day



Sign Manufacturing Day



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