Concrete Ontario Webinar Series

Thursday November 26\textsuperscript{th} 2015
10:00am – 11:00am
AGENDA

- Welcome & Competition Act Statement
- Webinar Protocol
- Concrete Ontario Brand
- ECO Logo & Signage
- Blind Spot Awareness
- Websites
- Questions & Feedback
As participants in this meeting, we must be mindful of the constraints of the Competition Act. There shall be no discussion of agreements or actions that may restrain competition. This prohibition includes the exchange of information concerning individual company prices, costs, margins, sales and operating plans, rates, market practices, claims settlement practices, or any other competitive aspect of a company’s operation. Each participant is obligated to speak up immediately for the purpose of preventing any discussion falling outside these bounds.
WEBINAR PROTOCOL

- All lines are automatically MUTED
- Questions during the call:
  - Use the “Question” dialog box in your GoToWebinar Control Panel to type in your question
  Or
  - Send your question to: tbellis@rmcao.org and we will send you a follow-up answer after the webinar
Concrete Ontario
Brand Launch
Concrete Ontario

- Announced at AGM
- Full launch at World of Concrete Pavilion @ Construct Canada
- Transition period/co-branding
  - Concrete Ontario and RMCAO
  - Legal/Certification requirements
Concrete Ontario

- Updated
  - Visual Identity Guidelines
  - Internal/Member Communications
  - Website: [www.ConcreteOntario.org](http://www.ConcreteOntario.org)
  - Social Media Assets
  - Trade Show/Visual Assets
Concrete Ontario

- Transition / Work-in-Progress
  - External Communications
  - Collateral
Concrete Ontario

- Not Changing
  - Legal items
  - AP/AR
  - PDAP
  - Staff e-mail: @rmcao.org
  - Certifications
ECO CERTIFICATION

Logo & Signage
ECO LOGO & SIGNAGE

- Update of ECO logo to reflect new brand
  - RMCAO naming remains for Ontario Provincial Standards (OPS)

- Stakeholders are aware of update

- Transition period starts
  - January 2016
ECO LOGO & SIGNAGE

- 4' x 4' Outdoor vinyl sign for plants
  - Order signage via Concrete Ontario Marketing Fulfilment Website
    - E-Blast of ordering link
  - Production/printing pre-paid by Concrete Ontario (1 sign/plant)
  - Order cut-off date: December 18th 2015
  - Also availability to order Blind Spot Awareness signage
BLIND SPOT AWARENESS

Campaign & Signage
# BLIND SPOT AWARENESS

- **Overall Safety Initiative**
  - Dedicated “Safety” page on website

- **Blind Spot Awareness**
  - Best Practices Guide
  - Truck Stickers
  - Poster Campaign
BLIND SPOT AWARENESS

- Campaign launch/mailing this week
- All 72 school boards contacted
  - Printing 7,000 posters
  - 4 boards not participating
  - 2 boards still in approval process
- English & French versions of posters
  - Members can order
I Can’t See You...

...if You Can’t See Me

Pass Safely!

When crossing in front of or passing beside a concrete truck stay a safe distance out of the driver’s blind spots. Make sure the driver sees you.

A road safety message brought to you by the members of the Ready Mixed Concrete Association of Ontario.

www.rmcao.org
Je ne peux pas vous voir...

...si vous ne pouvez pas me voir

Circulez en toute sécurité!

Quand vous passez devant un camion-malaxeur ou à côté de celui-ci, tenez-vous à une distance sécuritaire, en dehors des angles morts du conducteur.

Le conducteur doit vous voir.

Ce message sur la sécurité routière vous est transmis par les membres de la Ready Mixed Concrete Association of Ontario. www.rmcao.org
STAY BACK. PASS SAFELY.
WEBSITES
ConcreteOntario.org
Member Fulfilment Website
ConcreteOntario.org

- Dedicated Safety page
  - Link located under Publications

- Website search capabilities being updated

- Online registration – coming soon
MARKETING FULFILMENT

- Dedicated member site
  - Link located under Member Communications

- Digital assets

- Print assets
  - Concrete Ontario branded or customizable
WEBINAR RECORDINGS

- All webinars now on ConcreteOntario.org
  - www.rmcao.org/member-communications/webinar-presentations/
  - Posting of video and PDF presentation

- New videos posted in coming weeks:
  - PDAP “how-to” video
  - This webinar