



# CHECKLIST FOR A SUCCESSFUL GROUNDBREAKING EVENT

A groundbreaking event can introduce your brand to the community and build excitement for your upcoming project through proper planning and organization.

## Set Your Date, Time, and Location

- Choose a date that is a few days or a week before construction begins.
- Set a time that makes sense for your guests.
- Host the event at your new building location. Ensure the location is accessible and safe for guests.



## Arrange Speakers and Guests of Honor

- Create a list of the speakers you want and get in touch with them for their availability.
- Invite relevant guest speakers from partners at a construction firm, architects, or funding organization.



## Send Invitations

- Choose to send your invites by mail, email or digital invitation and allow for RSVPs and communication with guests. Send invites out a few weeks before the event.
- If your event has plenty of space and you're inviting the whole community, consider sending a save-the-date instead. This lets people know they don't need to RSVP and can turn up if they're free to join you.
- Include the date, time, location, and practical information about access, parking, and whom to contact with questions or concerns.



## Spread the Word

- Invite employees, key clients/potential clients, business partners, stakeholders, government and business officials, local chamber of commerce, media/bloggers, neighboring businesses, friends, family, and most importantly, your team.
- Other great marketing avenues to consider: A press release, social media posts, blog, website event post, event flyers, chamber podcast, newsletter to employees as well as current and potential clients, and your team.



## Hire a Photographer

- Capture memories of the event with professional pictures of the ceremony, group shots with shovels and guests mingling, etc. Get a collection of group shots with your organization, construction team, funding partners, etc.
- Create a picture list of everything you'll need for promotion or reference purposes. These images can be used later to draw buzz around the project.



## Marketing Tips

- Share a brief recap of your event, along with a few key photos, with those who are interested in sharing your great news. The Ancon team is here to assist you.
- A few marketing avenues to consider: press release, social media, blogs, website, chamber podcast, newsletters to employees as well as current and potential clients, and targeted mailings to current and potential clients.



**As your trusted construction partner, our marketing team will work with you to turnkey your event. Contact us and let us help you make your event a success!**



(574) 533-9561



2121 W. Wilden Ave., Goshen IN 46528



AnconConstruction.com