



**Graeme Roan, Ph.D.**

**Synthomer**

***PSTC Marketing Committee Chair***



# Outreach & Engagement

Marketing update



PRESSURE SENSITIVE TAPE COUNCIL

**Shore the  
Foundation:  
Rebrand**

SWOT analysis  
Logo  
Website

**Bolster Our  
Authority:  
Industry events**

NAHB show  
Speaking events  
Tape Summit tracks

**Outreach &  
Engagement:  
Media saturation**

Byline articles  
ASI column  
Interviews  
Social media plans



**TAPE  
WEEK  
2020**

# Increased exhibitor opportunities

“Exhibitor Showcase”

Private meeting rooms

Private areas on showcase floor

Receptions and networking time

# Promotional Plan

Social media posts and ads

Video promotion

E-mail

Press releases distributed to key industry media outlets

Geotargeting attendees of various key industry “adhesive-related trade shows

# Expanded Second Track

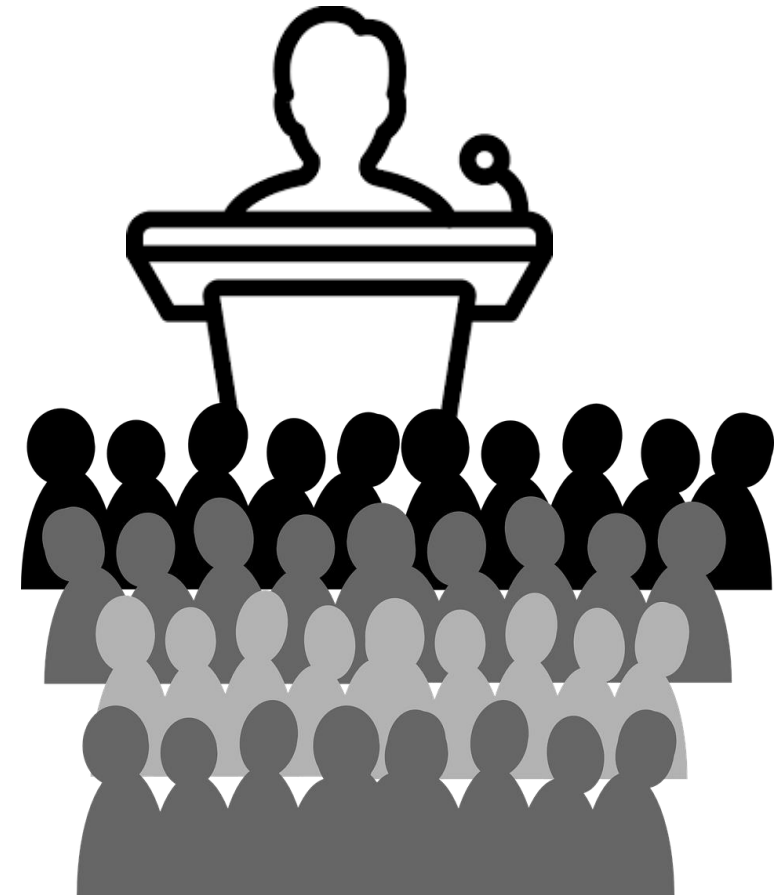
Markets and Applications now runs for 2 full days

Continued B&C content –  
with panel discussion

Introducing automotive content

*Who is our audience?*

*What is the goal?*



# Markets and Applications Track

## Confirmed Speakers



**Peter Yost**

Vice President  
Building Performance | Building Green



**Robert Dietz**

National Association of Homebuilders



**Steve Easley**

Steve Easley & Associates Inc.  
Construction Consultants



**Fred Malik**

Fortified Building Products



**Dan Braker**

President  
Breakthrough Research



**Steven Baczek**

Steven Baczek Architect



# Building & Construction - creating a maintenance plan

Continued trade show participation

Continuing to seek speaking events

Digital, print and social media engagement

Move to a “maintenance” mode

# Expanded Trade Show Participation

## **International Builders' Show**

January 21-23, Las Vegas

Our third year

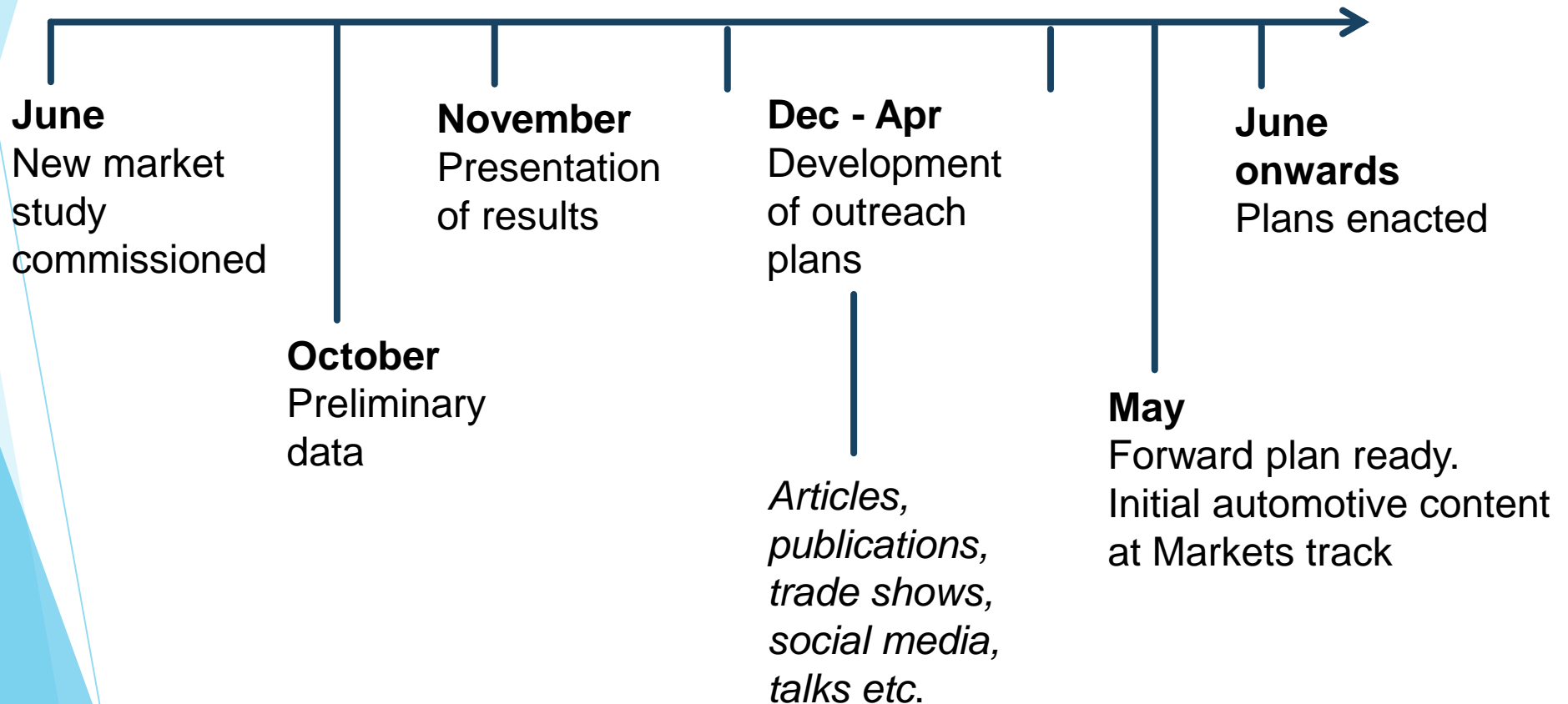
***NEW***

## **International Roofing Expo**

February 4-6, Dallas



# Automotive - a new market space



# **BOLSTERING OUR AUTHORITY**



Outreach, Engagement and Thought Leadership