



Aerospace Industries
Association of Canada

L'Association des industries
aérospatiales du Canada

Bring Your MP / Candidate to Work Day

AUGUST 14, SEPTEMBER 12 AND SEPTEMBER 25

PARTICIPANT GUIDE

INTRODUCTION

With a federal election coming up in October 2019, Members of Parliament will spend much of their time this summer focusing on their communities and the priorities of their constituents. This is a particularly valuable time for AIAC's members to engage with the candidates running for office, as MPs and electoral candidates will be looking for opportunities to connect with community businesses and employees so that they can understand the contributions they are making to the community, as well as to any concerns that businesses may face to making a positive economic and social impact in the constituency.

To make the most of this opportunity, AIAC invites members to participate in one of two [Bring Your MP / Candidate to Work Days](#), to be held on **August 14, September 12, and September 25. Join us in highlighting the important contributions aerospace companies make to Canada's communities, jobs and economy!**

This will be an opportunity to showcase your company's work and your team to your elected representative, to demonstrate the impact of your business on the local community, and to communicate to your Member of Parliament and local candidates how they can better support your business and its employees.

This guide will help you prepare to welcome your MP and/or candidate(s) into your business and to get the most out of your team's engagement with them. For more information, you can also visit the Bring Your MP / Candidate to Work day webpage [here](#).

STEP 1: REGISTER TO PARTICIPATE

Our goal for Bring Your MP / Candidate to Work Day is to see a coordinated wave of community events highlighting aerospace success and leadership all across Canada.

To help your event succeed, AIAC has developed resources such as a template invitation letter and promotional material to help you make sure that this event is a success for your company. They are available on the [Bring Your MP / Candidate To Work Day portal](#) on AIAC's website.

To confirm your participation and access additional resources when they are available, please [register your company here](#).

Registration deadlines are:

- **August 14 event:** August 7
- **September 12 event:** September 6
- **September 25 event:** September 19

STEP 2: PLAN THE DAY

During their visit to your facility, your Member(s) of Parliament will want to get to know your business, its employees, and its impact on the local community. A successful event will allow your Member of Parliament to view first-hand the work that your business is doing, to meet your employees, and to hear from them what their work and their company means to them. We suggest a company picnic or BBQ as a great way to host your MP in a relaxed, engaging setting.

Once you have decided on an event, make sure to raise awareness.

- ✓ Send out hold-the-date reminders to staff emails.
- ✓ Distribute promotional posters and postcards around your facility (see the "Resources" section of our [Bring Your MP / Candidate to Work Day portal](#) for customizable materials you can download).
- ✓ Advertise the event on your company webpage.
- ✓ Advertise the event on social media using the hashtag #aerodaycanada.
- ✓ Once you have confirmed your MP or candidate's attendance, include their presence in your promotion for the event. Don't forget to tag them in your social media posts about the event – they'll want to share their involvement too! (Note: Only announce your guest's attendance once you have received authorization to do so from their staff.)

Need help determining who your MP and local candidates are, or in reaching out to them to extend an invitation? Please reach out to Ridha Chilmeran, AIAC Manager of Government Relations and Operations at rchilmeran@aiac.ca or at 613-219-0696. You can download a draft invitation letter in either English or French from the resources section of the [Bring Your MP / Candidate to Work Day portal](#).

STEP 3: HOST THE EVENT

On the day of your event, make sure any staff that need to be in attendance at the event are present at least 30 minutes before the arrival of the MP. Have a senior member of your staff ready meet the MP and his or her staff at the facility entrance fifteen minutes before the MP is scheduled to arrive.

While at the event, make sure that the Member of Parliament is attended to by a senior company representative. The representative should introduce the MP if he or she is present during the opening remarks for the event, and should escort the MP around the event, making sure to introduce him or her to the business' employees. You may also wish to organize a tour of the facility for the Member of Parliament, if the MP's schedule allows.

Make sure you have a photographer or designated staff member to take plenty of photos during the event. You will want to share these with your employees, with your Member of Parliament, and with us afterwards! You should also engage actively on social media throughout the event, sharing photos and using the hashtag #aerodaycanada.

STEP 4: FOLLOW UP AFTER THE EVENT

Once the event has finished, follow up with the MP(s) and/or candidate(s) to thank them for taking the time out of their schedules to attend. Sending a thank you card on behalf of your business and its employees is always appreciated. If you have any photos from the event, be sure to share those with his or her office, as they may wish to use them on social media or in their constituent communications.

Please also make sure to let us know how the event went and share with us any photos that were taken and that we can share with our membership. We will also look forward to feedback on how future government outreach events can be improved, and how AIAC can better support members in their advocacy. Photos, updates, and feedback can be sent to Ridha Chilmeran at ridha.chilmeran@aiac.ca.

ADDITIONAL RESOURCES

We've set up a [Bring Your MP to Work Day portal](#) on the AIAC website. You can register there and download a copy of this Guide, a template letter for inviting your local MP, and promotional posters and postcards.

If you require any further support, or have any questions, please do not hesitate to contact Ridha Chilmeran, AIAC Manager of Government Relations and Operations at rchilmeran@aiac.ca or at 613-219-0696.