F&S • OPEN HOUSE • SEPTEMBER 27,2012





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Facilities & Services

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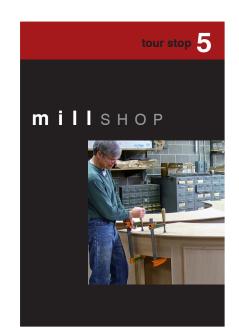
A highlight of the Open House was the guided tours provided for visitors. Tours departed every 15 minutes throughout the event and were led by trained F&S staff.

All F&S staff members assisting with the Open House were provided event t-shirts designed to feature the brand attributes.



The tours allowed visitors to see behind the scenes of F&S while learning about services and practices. Tour stops included:

Service Office Locksmith Shop Pipe Trades Energy Services Mill Paint Shop Furniture Shop



tour stop

service office





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All visitors to the Open House were provided with an agenda and map. Visitors were offered literature about the organization, its services and its areas. Full-color printed pieces were arranged in customized folders and were made available electronically on branded flash drives or online in the newly created online Resource Center. All materials created for the Open House featured QR codes which directed customers to the appropriate web pages for additional information.





Project manager Brittney Warga converses with a contractor in a screen shot from our Open House video. Hosted by Jack Dempsey, the brief video gave a visual display of the breadth of our organization and the embodiment of our brand attributes of Plan, Build, Maintain, and Serve.

The initial video was filmed and edited to serve multiple needs. The version shown to visitors featured a welcome statement and was looped to run continuously during the Open House. The post-event version of the video uses F&S' and the university's branding to create a stand-alone video which provides an overview of the organization through Facebook and YouTube.

