

Belgard University

Setting the new standard in hardscapes education

BELGARD[®] | PAVES
THE WAY™

DEFINING SUCCESS: Elevating the name of Belgard University

Belgard University's number one goal is to educate and share thought leadership with its customers (contractors, dealers, owners) in order to help their business be more successful.



BELGARD® | PAVES THE WAY™

BELGARD® PAVES THE WAY™ FOR OUR PARTNERS

Through Belgard University, we have an opportunity to demonstrate that “Paves the Way” is more than just a brand tagline; it’s also how we support our customer’s business.

ACTIVATION INCLUDES:

- Introduction of a new Belgard University look and feel to our customers and prospects
- Showcasing our industry-leading knowledge by providing counseling, support and expertise to our customers through
 - Product
 - Program & Tools
 - Business acumen
- Use enhanced materials and consistent communication timelines to guide and empower our sales teams with consistent and industry leading content



Belgard U: A New Look & Feel



BELGARD® | PAVES THE WAY™

BRAND VALUES

Aspirational, Achievable, Enduring

MESSAGING TONE

Bold, Empowering, Energetic, Emotional

PROGRAM COLORWAY

Navy, creams and a silver/gray form the foundation for the Belgard brand.



<p>PMS 295 C C 100 M 83 Y 44 K 45 R 10 G 41 B 61</p>	<p>PMS COOL GRAY 1 C C 9 M 5 Y 11 K 0 R 230 G 231 B 223</p>	<p>PMS 429 C C 38 M 28 Y 27 K 0 R 150 G 155 B 150</p>
	<p>PMS WARM GRAY 1 C C 15 M 11 Y 16 K 0 R 215 G 209 B 204</p>	<p>PMS 877 C Metallic for print only.</p>

PRIMARY COLORS

Navy, creams and a silver/gray form the foundation for the Belgard brand.

Belgard U: Tiers/Event Categories



PRESENTED BY:  BELGARD UNIVERSITY

- Half day events
- Hands on product training
- Catered breakfast or lunch
- Hosted either at an APG site (ie Coastal or Jewell store) or dealer partner (ie SiteOne)



PRESENTED BY:  BELGARD UNIVERSITY

- Includes prescribed agenda such as a State of the Industry Opener by Market's President or VP
- 65-75% Education, 35-25% Customer Appreciation
- Customer Awards
- Full to Multiple Day events
- Catered breakfast or lunch
- Example: Adams West and East events



PRESENTED BY:  BELGARD UNIVERSITY

- High end events such as golf tournaments, suites at sporting events, customer trips, etc.
- 90-95% customer appreciation with majority of education occurring in post event communications (emails and digital outreach)
- Examples: GMS Winter Hunting Trip, Sierra Golf Tournament

Belgard U: Audiences & Event Goals

Demo Days

Fore/Crewmen & Installers



GOALS:

- Intro to hardscapes industry and business
- Recruit and convert customers to Belgard; begin brand loyalty
- Train on new/upcoming products and install
- Business fundamentals (i.e. job costing, bidding, sales cycle, etc.)

Professional Partnership

All Audiences



GOALS:

- Professional development, growth and encourage Belgard usage
- Product/program promotion and training
- Industry and association training/engagement – ICPI/NCMA
- Business development, trends and tools (i.e. HR, banking, financing, real estate, safety)
- Both contractor and dealer tracks

Leader's Circle

Owners & Managers



GOALS:

- Customer appreciation for loyalty
- Relationship building
- Awards/celebration; recognition of partnership
- High level education on “what’s next” for Belgard
- Belgard Advisory Council membership



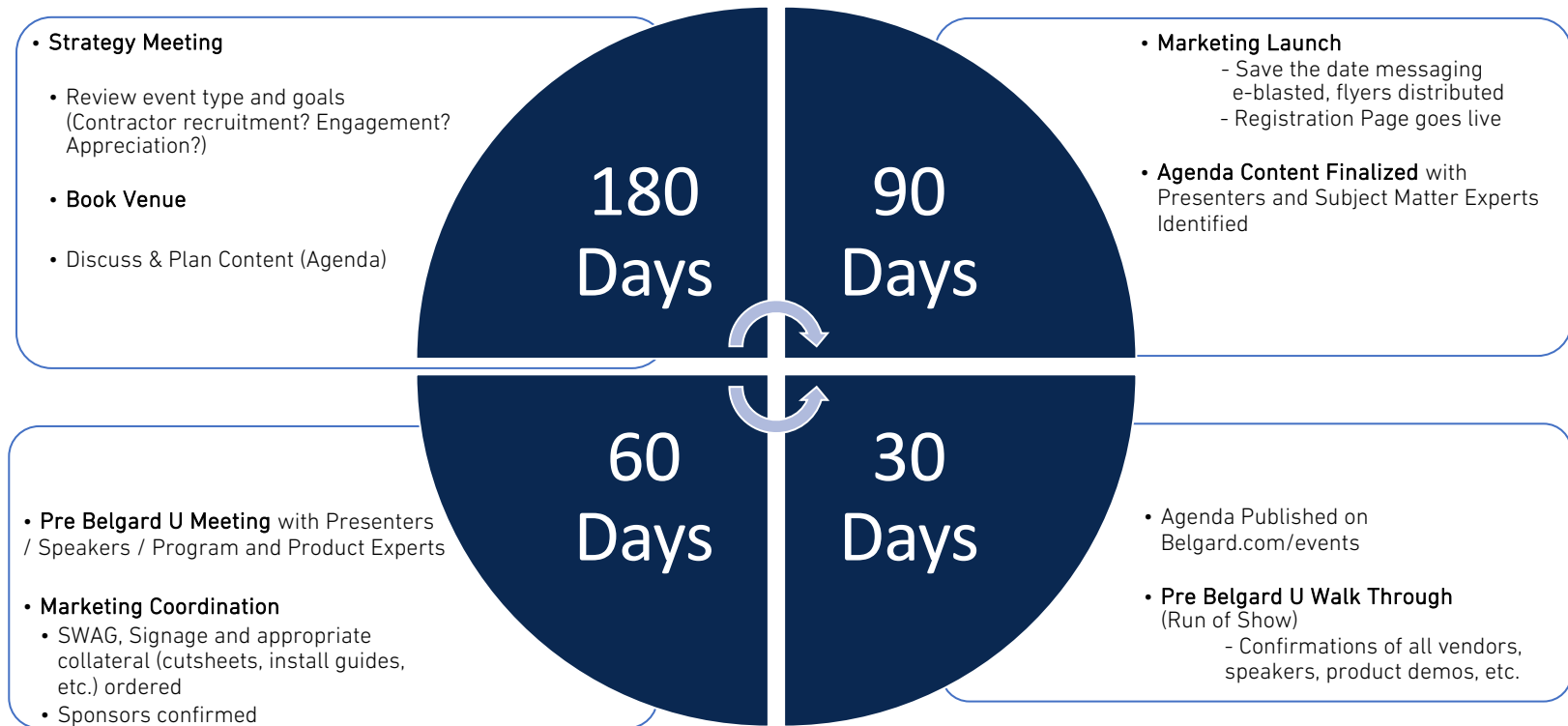
2020 PLAN, GOALS & DELIVERABLES

BELGARD® PAVES THE WAY

Cadence of Rollout/Areas of Focus

1. Launch refined Belgard University branding/look and feel
 - Event Categories
 - Logos
 - Collateral
2. Launch Belgard Residential Portal Training Resource (Internal Use)
 - Online, 24/7 accessible internal library of content, training and resources
 - Convenient, easy, on your own terms
3. Work with agency partner (Interrupt, others) to build out Belgard University Program Guide (AKA: the “Belgard U Bible”)
 - Event options
 - When to conduct; how to conduct
 - Event coordination, set up, topics, etc.
 - Promoting and obtaining participation
4. Develop future game plan for more holistic approach – demonstrating how Belgard U, contractor/dealer programs and other branded offerings add value to our customers
 - Create external facing Belgard University portal to serve as an education supplement to attendees and resource for those who cannot attend
 - Implement post-event engagement strategy including quarterly educational emails, webinars and living calendar of Belgard University events that customers can reference for follow up events and complementary learning

Belgard U: Planning & Communication Cadence



Post Event Survey Distributed to Attendees and Internal Debrief to occur within 1 week of event

Belgard U: Communication Templates



CLOCKWISE:
Save the Date mailer,
event agenda, raffle
ticket and LinkedIn
post graphic



Immediate/In-Progress Action Items

- Launch of refreshed Belgard University branding, collateral and templates
- National audit to document current and recent programs from all Oldcastle APG companies
 - Identify best practices
 - Determine areas of improvement
- Perform industry and competitive analysis
 - Attend competitive events with current (non-exclusive) Belgard customers to gain insights
 - What are they getting right/wrong?
 - What could we replicate/improve upon?
 - What gaps or opportunities exist – Belgard can fulfill?
 - Manufacturers, programs and/or events to evaluate
 - Techo Product Showcase
 - EP Henry
 - Cambridge
 - Nicolock
 - Unilock

Thank You.

Questions & Discussion