

Webinar: Communicating Sustainability: How to Share Your Message About Sustainable Initiatives

The concrete industry has a goal of carbon neutrality by 2050. In response to this goal, many industry organizations are tasked with getting their message related to decarbonization and sustainability out to their customers, specifiers and employees. Transparency and recognition of goals and achievements are vital. Kimberly Kayler, president of president of AOE (Advancing Organizational Excellence), will discuss a variety of methods and materials that should be used to effectively communicate progress. With a background in marketing, public relations, and strategic and operational planning, Kayler will help you identify key ways to communicate the steps your organization is taking, whether that be in the form of a new product or innovative process, that will help your organization reach your sustainability goals. A review of growing ESG requirements as well as the role of a crisis communications plan also will be discussed. Learn tips for communicating sustainability success.

Bio:

Kimberly Kayler, CPSM is president of AOE (Advancing Organizational Excellence), the for-profit subsidiary entity of the American Concrete Institute (ACI). With a background as marketing director for two separate engineering firms, as well as time as an account executive in an advertising firm, Kimberly started Constructive Communication, Inc. (CCI) in 2001 to serve the needs of professional service and business-to-business technical firms. In January of 2018, Creative Association Management and CCI merged to create AOE -- the industry's leading association management and organizational consulting firm and Kimberly assumed the leadership role. Before assuming her role at AOE, Kimberly was a member of the Board of Direction for ACI for several years. Further, she chaired the ACI Marketing Committee as well as served on the Financial Advisory, Construction Liaison and Membership Committees, as well as participated on the Task Group 2030 and lead the Global Marketing Plan Task Group.

Recently selected as one of the most influential people in the concrete construction industry by Concrete Construction magazine, Kimberly is Co-Founder of the Women in Concrete Alliance (WICA) and leads efforts to create networking programs for women in the concrete industry. She received her BA in journalism/English from The University of Arizona, Tucson, AZ, and she currently serves as a mentor at the University and also administers a scholarship program. She earned her MS in organization and management with an emphasis in leadership from Capella University.