**2019-20 Tensar Lunch and Learn Contest | Internal Fact Sheet**

**Background**

Last year’s Lunch and Learn Contest was held throughout the Western Hemisphere and was highly successful. In total, there were 549 events with almost 2,500 attendees. So far over $900,000 in opportunities have been traced to these Lunch and Learn attendees… and counting. So, we are bringing the contest back! \**This year’s contest will have a few changes, including not bringing back the King of the Road character, Beau Benjamin.*

**Purpose**

The broader intent of the contest is to build additional attention to the benefits of Geogrid in general and TriAx specifically, and to create more direct conversations between Tensar’s direct sales and distributor teams and prospective clients. The purpose of this contest to Tensar is to drive a particular sales activity that our leaders feel is capable of driving short- and long-term revenue: the in-house presentation. This is an activity successful RSMs often and consistently use.

**Presentations can be requested or scheduled directly**:

* General promotion of the contest will happen via our main corporate digital platforms
* Participants can request a presentation via a [main contest landing page](https://info.tensarcorp.com/lunch-and-learn-contest)
* RSMs can also promote and schedule their own presentations

**Presentation Format**: can be in-person or online, via Skype or some other webinar tool

**Presentation Topics**: can be a general introduction to Tensar solutions, or more focused on project, market, or application specific solutions

**Presentation Length**: should between one half hour and 2 hours maximum

**Contest Entry:**

* Internal Contest: Each attendee is worth 1pt for the internal RSM contest
* Public Contest: The presentation attended is worth 1 entry for the attendee

**Prizes**:

* *Internal RSM Contest*
  + Includes all of TIC WH – Roadways, Interlayers, and GSS
  + Grand Prize: $1,000
  + 5 Regional Prizes: $250 (North, South, Central, West, and LatAm)
* *Public Contest*
  + $500 YETI Cooler Pack **OR** $500 donation in winner’s name to Engineers Without Borders
    - *The donation offering was added to make contest available to public works employees*

**Contest Timeframe:** November 1, 2019 – February 28, 2020

**Winner Announcement:** on or before March 16, 2020 in a random drawing

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**New Digital Sign-In**

The **BIGGEST** update this year is to leverage a new digital tool that will track attendees/entries for the contest. This app will allow us to replace paper sign-in sheets with a digital system. This system will automatically capture the attendees in CRM, generate PDH certificates for attendees, and handle follow up emails - all easily controlled by the RSM. The rollout of this app is in sync with this year’s Lunch and Learn competition.

**This digital attendance record will feed the entries for this year’s competition exclusively – no paper sign-in sheets will be accepted as entries.**

To learn how to use this powerful new tool: [click here to watch the training session](https://tensar.sharepoint.com/portals/hub/_layouts/15/PointPublishing.aspx?app=video&p=p&chid=d87a327f-4f37-49db-be00-ab0d82964b65&vid=ce80da10-f85d-44e6-8d55-c9232e3afde3).

The automated follow-up email will send from the assigned RSM and act as an offer to help with current projects or answer any questions they may have after attending the presentation.

**Promotion**

There is a dedicated webpage that describes the contest and includes a presentation request form: <https://info.tensarcorp.com/lunch-and-learn-contest>

This webpage will be on the main TensarCorp.com home page and will be promoted on Tensar’s social media platforms. We will also provide RSMs and distributors with email signature images and promotion email copy.

Tensar’s Social Media Platforms:

* Twitter https://twitter.com/TensarCorp
* LinkedIn https://www.linkedin.com/company/tensar-international/
* Instagram https://www.instagram.com/tensar1/

**What We Need You to Do**

1. Encourage distributors to help you promote the contest and arrange presentations
2. Reach out to your prospects, clients and other industry contacts to schedule Lunch and Learn presentations during the contest timeframe: November 1, 2019 – February 28, 2020
3. Use the new app to enter attendees into the drawing

Contest questions can be directly to Marianna Bryce [mbryce@tensarcorp.com](mailto:mbryce@tensarcorp.com)