



How To Set Up A

Touch-A-Truck Event

NEXTRGEN

TRUCKING

YOUR ROAD TO THE FUTURE

Driving the Next Generation of **TRUCKING INDUSTRY PROFESSIONALS**

- ▶ Founded in 2021, the Next Generation in Trucking Association is a non-profit trade association with the mission to promote trucking as a positive career field, to create and partner with career technical education (CTE) programs at secondary at postsecondary institutions and encourage the training of young people in the trucking industry by connecting them to training and employment opportunities.
- ▶ The organization's volunteer leadership consists of industry professionals who are passionate about trucking, career technical education, and providing our emerging workforce with a pathway to well-paying and rewarding careers.



What is a **TOUCH-A-TRUCK EVENT**

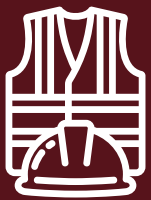
A community gathering where people can see and touch large vehicles, such as 18-wheelers and trailers up close.



These events are often organized for families and children, offering them an opportunity to explore the trucks and learn about their various functions and uses.

The aim of Touch-A-Truck events is to provide hands-on learning experiences and promote community engagement.

Why is it so important to **EDUCATE YOUR COMMUNITY?**



Safety: Understanding the transportation industry helps individuals make informed decisions and follow safe practices. Educating the community on these aspects can contribute to reducing accidents, injuries, and fatalities.



Career Opportunities: Trucking is a significant industry with a growing demand for transportation professionals. By promoting education, someone may be more likely to consider a career in trucking as an option. These opportunities include but are not limited to trucking and logistics, public transit, aviation, rail, maritime, automotive, transportation planning and policy, ridesharing and delivery services, and sustainable transportation.



Economic Benefits: A well-functioning transportation industry is vital for economic development. Educating the community about the transportation industry helps individuals understand its role in facilitating trade, supporting businesses, and creating job opportunities.



Future Planning: Educating the community about emerging transportation technologies, such as autonomous vehicles or sustainable energy solutions, prepares them for the future. Understanding the potential benefits and challenges of new transportation trends allows individuals to participate in public discussions, contribute ideas, and shape policies that align with their needs and aspirations.

Getting Involved with **YOUR LOCAL COMMUNITY**

Hosting a Touch-A-Truck event can provide a fun and educational experience for your community. By bringing these vehicles to a central location, families can see and touch these vehicles, meet the transportation professionals, and participate in hands-on demonstrations. You can also offer games and activities for children, food and refreshments, and educational opportunities for all ages.

By promoting the event through social media, local media, community organizations, flyers, and posters, you can reach a wide audience and bring the community together for a fun and interactive event. Whether you host the event at a park, school, fairground, or convention center, a Touch-A-Truck event is a great way to promote community engagement and provide a unique and educational experience for everyone.



Where to Host a **TOUCH-A-TRUCK EVENT**



Parking Lots: Large parking lots, such as those at shopping centers, parks, and schools, can provide ample space for displaying a variety of vehicles.



Community Parks: Community parks can provide a large open space for the event and often have amenities such as picnic tables and playgrounds.



School Grounds: Schools can provide a convenient and accessible location for the event, as well as opportunities for educational activities and hands-on demonstrations.



Fairgrounds: Fairgrounds can provide ample space for a Touch-A-Truck event and often have facilities for food, drinks, and restrooms.



Convention Centers: Convention centers can provide a large indoor space for the event, which can be particularly useful in inclement weather.



Your Company Location: Bring the event to you! Host in your very own facility or parking lot to promote your company along with the industry.

It's important to consider the size of the location and the availability of parking, restrooms, and other facilities when choosing a location for a Touch-A-Truck event. The location should be easily accessible for the public and provide enough space to accommodate a variety of vehicles and activities.

Plan Your **TOUCH-A-TRUCK EVENT**



Exploring the Vehicles: Attendees can see and touch a variety of large vehicles, such as fire trucks, construction trucks, and police cars, and learn about their different functions and uses.



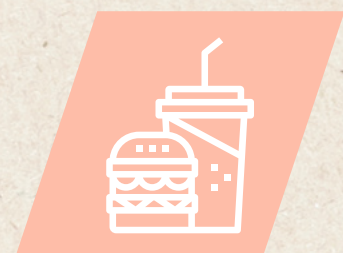
Meet the Transportation Professionals: Attendees can meet and talk to the professionals of the vehicles, learn about their experiences, and ask questions about what it's like to drive a large truck.



Hands-On Demonstrations: Attendees may have the opportunity to see hands-on demonstrations of the vehicles, such as fun driving demonstrations.



Games and Activities: Many Touch-A-Truck events offer games and activities for children, such as coloring contests, bouncy houses, and face painting.



Food and Refreshments: You can usually find food and refreshments at Touch-A-Truck events, such as hot dogs, cotton candy, and lemonade, making it a fun and social gathering for the whole family.

Overall, Touch-A-Truck events offer a unique and educational experience for all ages, providing hands-on learning opportunities and promoting community engagement.

Promote Your **TOUCH-A-TRUCK EVENT**



Social Media: Use social media platforms such as Facebook, Twitter, and Instagram to spread the word about the event and reach a wider audience.



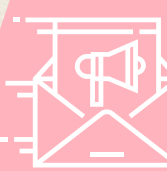
Local Media: Reach out to local newspapers, television stations, and radio stations to see if they would be interested in promoting the event or providing coverage.



Community Organizations: Partner with local community organizations, such as schools, libraries, and community centers, to promote the event and reach their members.



Flyers and Posters: Create flyers and posters to distribute in the local community, such as at schools, libraries, and community centers.



Email Marketing: Use email marketing to reach out to individuals and organizations that may be interested in attending the event.



Sponsorship: Reach out to local businesses to see if they would be interested in sponsoring the event, which could provide additional exposure and promotion.

Promoting a Touch-A-Truck event requires a multi-faceted approach that utilizes a combination of traditional and digital marketing strategies. By reaching out to a variety of sources, you can effectively promote the event and ensure a successful turnout.

Want a little extra help setting up your Touch-A-Truck Event?
REACH OUT TO US!

"We are eager to train, mentor, and match a fresh generation of skilled talent to the 21st century needs and demands of the trucking industry."

SCAN ME



(502) 483-1478



info@nextgentrucking.org



P.O. Box 534 Prospect, KY 40059



9523 US Highway 42 Prospect, KY