

TECH UP PROGRAM



Campaign Message: Take Life by the Hands

Program Positioning: Empowering the next generation of HVAC Technicians

Audiences: High Schoolers, Parents and Educators (secondarily: Tech schools for job placement)

Program Overview:

We live in a world where technologies and industries are rapidly changing. But one thing remains certain: As long as there are homes and businesses that need heating and cooling, there will be a need for HVAC technicians. And today, that need is stronger than ever.

Tech Up is a new initiative that seeks to address the shortage of HVAC technicians entering the workforce by raising awareness of the many benefits of this rewarding career path – such as competitive starting salaries, great benefits and entrepreneurial opportunities – and connecting industry professionals with the skilled technicians they need.

As a leading manufacturer of innovative HVAC systems, Carrier is proud to head the Tech Up initiative and provide opportunities for the next generation of HVAC technicians to keep America’s homes comfortable and its businesses strong.

Marketing Tools/Resources

Some of the materials include:

Education Materials

- Parent brochure
- Customizable letters to schools
- Customizable PPT
- Social posts
- Photos and program mark
- Program landing page

Job Fair Materials

- Announcement email and posters
- Buttons, hats, t-shirts tablecloths
- Program overview video
- Fact sheet

Open House Kit

- Invite and Thank You emails
- Social posts
- Invite postcards
- Customizable PPT
- Fact Sheet
- Photos and program mark
- Buttons, hats, t-shirts tablecloths
- Program overview video

QUICK FACTS ABOUT HVAC
 First of all, it stands for Heating, Ventilation & Air Conditioning. You know, all that stuff that keeps your house (and school, and gym, and shopping center, and just about every building in the entire country) warm in the winter and cool in the summer.

HVAC TECHS
 are the people who install and service all that stuff

\$47K*
 is the median amount those techs made in 2018

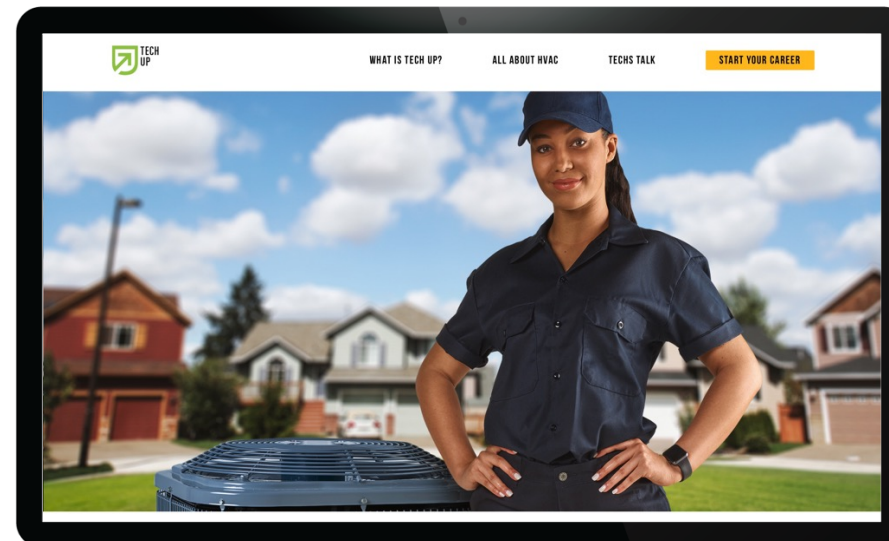
\$76K AND MORE
 is what the top 10 percent of workers earned

409,309**
 Estimated number of job opportunities over the next decade

MATH, SCIENCE AND TECHNOLOGY
 Skills that will benefit you greatly on the job

OPEN EVERY DAY
 The HVAC capable education

DIGITAL + VR
 What to use to do



ThisIsHVAC.com

TAKE LIFE BY THE HANDS

EMPOWERING THE NEXT GENERATION OF HVAC TECHS

HVAC stands for Heating, Ventilation & Air Conditioning, and it's a great career path that doesn't require four years of college.

TRAINING
 Many companies will pay you while you learn on the job.

COMPETITIVE SALARY
 2018 median pay was over \$47K/year* with the chance to earn more.

GREAT BENEFITS
 Most employers offer paid vacation, healthcare benefits and 401(k).

DIGITAL TOOLS
 Learn new skills with virtual reality training and digital apps.

BE YOUR OWN BOSS
 You'll have the chance to move up as you learn and progress.

Scan the code to learn how you can join the next generation of techs. thisishvac.com

TECH UP
 Powered by Carrier

*https://www.bls.gov/ohd/installation-maintenance-and-repair/heating-air-conditioning-and-refrigeration-mechanics-and-installers.html#tab-5