

# NATIONAL AUTOMATIC DOOR DAY

March 19, 2021

AUTOMATIC  
DOOR  
DAY



American  
Association of  
Automatic Door Manufacturers

## Communications Planning Primer

We have exciting news! National Automatic Door Day will be celebrated on March 19th. This is a day for our entire industry to celebrate, and we're inviting all AAADM member companies to get behind the big day. Of course, AAADM will be promoting the day, too, with key messages that unite our industry — including messages of health, wellness, and equality.

Whether you choose to use our AAADM content or develop your own, we look forward to celebrating the first Automatic Door Day on March 19. **Let the celebration begin!**

# National Automatic Door Day, Communication Planning Primer

## JOIN THE CELEBRATION!

We should all share in the celebration of National Automatic Door Day. As manufacturers at the heart of our industry, you are encouraged to rally around these messages — utilizing content as is or adapt it for your company. AAADM will be communicating and celebrating the day as part of an ongoing awareness campaign that will emphasize issues that go beyond product.

- First, we'll remind that automatic doors provide **universal access** to public buildings for people with mobility issues and other physical differences.
- Second, we'll position automatic doors as providing **touch-free access** to buildings in a world significantly more cognizant of touch-free environments. Automatic doors improve quality of life. And by helping prevent the spread of germs, they can help save lives, too.

**So what will your team talk about?** We want architects, builders, facility managers, and building owners to be aware of automatic doors. We want them to specify automatic doors in their building plans, and install them in their existing buildings. **So please use National Automatic Door Day to remind these key audiences, and the public, what makes automatic doors so great.**



Automatic doors are the gateways to freedom of movement for people with mobility issues.



Automatic doors provide no-touch access and help keep people healthy.

## SAMPLE MESSAGING INCLUDES:

### Keep moving forward with automatic doors.

That's all it takes to open an automatic door. Just keep moving forward and it does all the work. Automatic doors also keep society moving forward by creating universal access to public buildings and eliminating exposure to door-handle surfaces.

### Our door is always open when you need it.

Manual doors can stick, are a pain when your hands are full, and can close on you at inconvenient times. With an automatic door, entry and exit is easy. An "open door" is also a widely understood symbol of warmth, friendliness, and welcome—all feelings that

buildings can achieve when automatic doors are installed.

**One door closes. Another opens.** Contrast the differences between manual and automatic doors. Manual doors are exclusionary and keep certain people out (they literally close the door on access). Automatic doors, however, open easily for everyone, welcoming all to come inside and be included. Just as the phrase "when one door closes, another door opens" speaks to the creation of opportunity, automatic doors help create opportunities for more people to be involved in all aspects of life outside the home.

**Make a grand entrance.** Everyone feels like a VIP when they move through an automatic door. There might not be trumpets sounding or regal doormen in epaulets bowing—but there might as well be. The door opened on its own, just for you! Can a manual door make you feel special like that? No! Give customers and other visitors this experience when you install automatic doors.

**SHARE THIS FLYER WITH YOUR MARKETING TEAMS! ASK THEM TO START PLANNING NOW!**



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**AUTOMATIC DOOR DAY**

Save the date  
**March 19, 2021**