

MFG Day Host Tool Kit - for the employer

Suggested timeline

AUG	SCHEDULE
AUG	INVITE
SEPT	AGENDA
SEPT	SELECT TOUR GUIDE(S)
SEPT	SET TOUR(S) PATTERN
SEPT	PREPARE AGENDA/PRESENTATION
OCT	CONFIRM ATTENDEES
OCT	TOUR
OCT	MARKETING



Suggested invitation	Suggested Agenda
Company Name Invites You To Tour Date Time Address RSVP #/email *for safety purposes, please wear closed toed shoes *parking instructions #MFG23	First 1/2 hour • Arrive, Meeting Room, Introductions, Intro of company (year established, # of employees, product), Safety presentation/requirements Second 1/2 hour • Tour Third 1/2 hour • Closing presentation, Q&A, group picture

What? Your MFG Day plant tour will be like your existing client walkthroughs but with a different target audience

When? Select your preferred day/date/time slot and then work with your target audience on a mutually agreeable time. Usually, a tour is better when work is happening on the floor so during a break is not preferred.

Who? Create your guest list. Tours are often scheduled by or with a particular education or community group (i.e. student age group, teacher group, business group, etc.). Click for [school contacts](#).

How many? Limit group size to a max of 15 per tour/tour guide.

Options: Have 2 – 3 tour groups with a tour guide each; Have the first 15 attendees for a verbal presentation while the second 15 are on a tour and then swap.

The Tour

- Good: Presentation in a meeting room
- Better: Tour/Presentation from the mezzanine
- Best: Tour on the floor with PPE
- Best+: Presentation in meeting room, Tour on the floor, In addition to the floor, introduce attendees to accounting, administration, customer service, engineering, IT, logistics, purchasing, marketing, sales, etc., followed by closing presentation, Q&A, and “Call to Action”.

The Presentation

Include a brief equipment or product demonstration being sure to remove proprietary information. Consider your audience and their engagement level. All people like visuals and hands on where permitted. Hands-on activities generate significant interest and are generally more likely to spark interest. Include tour safety information (i.e. exits, PPE, yellow lines, not touching, no photography, etc.). Save time for Q&A.

Marketing

- Pre-Marketing: Invitation with close toed shoes reminder, #MFGDay23
- Post-Marketing: Photos, Press Release, Website, Social Media, Company contact established, #MFGDay23
- Marketing Points:
 - #MFGDay23
 - Company name, location, contact, year established, # of employees, product
 - Let’s Build the Future in Manufacturing
 - Modern manufacturing is creating the future
 - A manufacturing career can develop into a secure and challenging future – and \$\$\$\$.
 - Over the next decade, manufacturers will need to fill 4 million jobs (according to research by Deloitte and the MI)

Options to consider:

- *Welcome Sign, Nametags*
- *Snacks/water, Headsets*
- *Parking information, block off parking with orange cones*
- *Photographer. Ask attendees not to take pictures due to proprietary information and equipment.*
- *Hands on product to touch or process related activity planned. Visuals if the audience may not be able to hear well.*
- *Presentation and/or tour guide(s) by a younger employee and/or up and coming leader within your company.*
- *“Call to Action” may include giving attendees a job advert, gifts/swag, and getting them to all agree and say a statement out loud (i.e. MFG is a great career!), etc.*
- *Invite local elected officials and/or media showing the importance of your company and manufacturing.*
- *Highlighting your unique features (end product, end user, awards, upskilling, etc.)*
- Register tour on [Host an Event | Creators Wanted](#)