

FACILITY TOURS

Facility tours are a simple way for manufacturers and related businesses to open their doors and show what manufacturing is all about. There is no better way to inspire the next generation of talent than to let them see first hand what jobs are like.

- Manufacturing Day

- Mfg. Day is the first Friday of October every year. It is a great opportunity to utilize the national momentum of Mfg. Day to host several tours in your community.

- Facility Tours

- Organize with schools in your area or reach out to schools across the state to have students bussed in for manufacturing tour(s).
- Plan a tour for educators.
- Host a community-wide open house for the general public to tour a facility.
- Organize with community groups to have them come and tour a manufacturing facility (ie. Lion's Club, Skills USA, FFA, Rotary, etc.)

- Organizing a Tour

- Put together an internal planning group to help aid with the tour.
- Establish a welcome area and greeter as the attendees come in.
 - Determine what size of a group your facility can handle.
 - How many people on a tour at one time?
 - Will you need to split the group into two or three groups for the tour?
 - Do you have a meeting room large enough to accommodate everyone; or an area that can be cleared out?
- Determine the schedule for the event
 - How long will they be there?
 - Will you start with a video or PowerPoint?
 - Will you have speakers?
 - Will you have hand outs?
 - Will you create product displays?



FACILITY TOURS

- Tour Preparation

- Determine a tour route.
- Be sure to go over safety instructions ahead of time – safety glasses, closed toed shoes, long pants, etc.
 - Are you providing the safety glasses or other equipment needed?
- Can they take pictures?
- Do you allow cell phones?

- Tour

- Select employees to serve as tour guides. Career Dream Team Ambassadors would be a great choice when hosting a student tour.
- Craft a tour script that highlights the different functions of your company.
- Discuss the processes involved in creating the product.
- Discuss the jobs they are seeing and education / skill that is needed.



- Discuss the machines that are running and education/skill that is needed.
- Introduce your company, products, customers . . .
- Avoid using jargon. Assume that your guests know very little about manufacturing. Avoid industry terms and business lingo that some would not understand.
- Invite questions, if possible, let them touch something or interact with employees.

- Social Media

- Invite your local newspaper to do an article.
- Share on www.mfgday.com
- Use social media to promote and recap the event.
- Solicit feedback.

