



# Statewide Tour of Manufacturing



OCTOBER 1-7  
2020

A GUIDE TO A SUCCESSFUL TOUR  
HOST TOOLKIT



## LET'S GET STARTED

Thank you in advance for your interest in hosting a tour! This is your opportunity to...



Visit other manufacturers to initiate business relationships and learn what is being made in your country.



Tell your company's story & inspire the next generation of manufacturers.



Dispel outdated myths about manufacturing & connect with potential employee prospects.

The Minnesota Manufactured Statewide Tour of Manufacturing is designed to show students, parents, educators, media, and community members what modern manufacturing is all about—a great career opportunity in an important economic field.

This toolkit is designed to give you useful resources to plan, promote, and host your tour this October. You will find the resources you need to successfully open your facility to community members!

The goal of the Statewide Tour of Manufacturing is to educate the public, increasing awareness of modern manufacturing practices and highlighting the innovation that is prevalent in the industry. Minnesota Manufactured is here to help you publicize your event. Once you register your tour at [mnmfg.org/statewidetour/](http://mnmfg.org/statewidetour/), we will promote it on the tour website and through social media. As a result, we expect to see thousands of Minnesotans touring manufacturing facilities throughout the state, learning about modern manufacturing and manufacturing careers in demand.



## QUESTIONS?

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For more info visit:

[mnmfg.org/statewidetour/](http://mnmfg.org/statewidetour/)

# STEPS TO A SUCCESSFUL TOUR

This step-by-step outline walks you through best practices that will result in a successful tour!

## STEP 1: PREPARING FOR A TOUR

### SETTING UP A TOUR EVENT

- Determine when you're hosting a tour.
- Register your tour at: [mnmfg.org/statewidetour/](http://mnmfg.org/statewidetour/)
- Review the toolkit materials, and use the toolkit.

### ORGANIZING A FACILITY TOUR

- Coordinate with manufacturing partners in your area.
- Check with other local manufacturers and chambers to see what else exists.
- Plan your tour and where you wish to guide participants in your facility.
- Carefully choose tour guides, and prep tour guides by creating talking points.
- Determine required safety equipment (safety, glasses, helmets, etc.).
- Designate a greeter who can count the amount of participants to determine the total number of people reached.
- Share flyers, handouts, or brochures about your company with your guests.

### PLAN FOR THE MEDIA & PROMOTION

- Write a public service announcement (PSA), send out press releases, and contact local media (radio, newspaper, TV, etc.). Templates are available at [mnmfg.org/statewidetour/](http://mnmfg.org/statewidetour/)
- Use social media during the tour.

## STEP 2: HOSTING A TOUR

### PREPARING FOR ARRIVAL

- Set up table and/or area where all of your information and surveys can be given.
- Post signs so participants can easily find your building/facility, where to park, and where to enter.
- Create name badges for your staff.



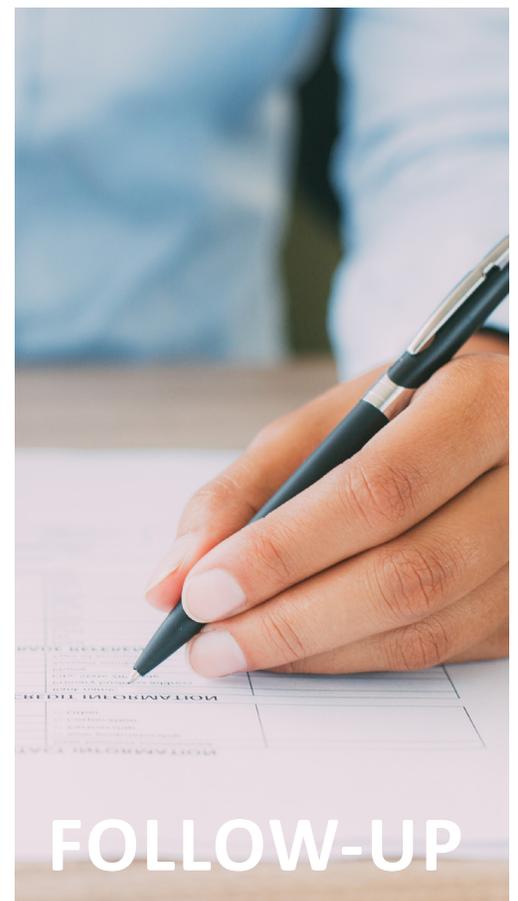
### CONDUCTING A FACILITY TOUR

- Welcome guests upon arrival.
- Provide safety equipment to tour guests.
- Show participants how your production line and equipment work.
- Let your visitors be active participants.
- Mention any prepared talking points during tour.
- Ask if participants have any questions throughout the tour.
- Have participants complete surveys.

## STEP 3: FOLLOW-UP AFTER TOUR

### SENDING SURVEYS

- Send all surveys in the prepaid and pre-labeled envelope to help us evaluate the tour.
- Thank your staff.
- Use social media to recap the tour and thank all those who attended.
- Continue to communicate with the guests and other companies after the tour.
- Post your experience on: [mnmfg.org/statewidetour/](http://mnmfg.org/statewidetour/) (by clicking "Share Your Story.")



# FOLLOW-UP

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For more info visit:  
[mmfg.org/statewidetour/](http://mmfg.org/statewidetour/)

## MINNESOTA MANUFACTURED STATEWIDE TOUR OF MANUFACTURING SPONSORS

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