Tour Event Planning: Manufacturing Day

1. Set the Date and Time of the Tour
2. Put together planning team, if needed
   a. Tour Guide – responsible for tour path, preparing script and providing tour
   b. Media Mogul – responsible for photographer, promotion and post-event media
   c. Safety Guru – responsible for determining safety requirements and recruiting extra help, if needed
   d. Event coordinator – works with tour group, organizes event, tracks attendance
3. Decide whom to invite
   a. School contact lists available through ISU Manufacturing Day and Elevate Iowa
   b. Work with local economic development group or other organizations
4. Determine safety requirements of guests
   a. Be explicit in communications about requirements (closed-toe shoes, pants, safety glasses)
   b. Plan for guests with physical limitations, if needed.
   c. Plan for extra staff to be on hand as extra chaperones, if needed.
5. Send invitation
   a. Look for the ‘helpful email tips’ document to get their attention and email template
6. Prepare your tour plan
   a. where in the facility will you take them
   b. how long will it take – setting a schedule is important and stick to it
7. Research what you want to say
   a. Company background (don’t spend a ton of time on this and be creative)
   b. Current happenings (new technologies, hiring trends, new wellness group, etc.)
   c. What makes your company a great place to work (think beyond paychecks)
   d. Look at template on how to speak to youth on STEM
8. What do you want them to get out of the tour
   a. Prepare some giveaways to leave with them (pencils, pens, hats, whatever)
   b. Think of questions they may ask and be prepared to answer
9. What do you want to get out of the tour - EXPOSURE
   a. Get someone to be the official photographer for social media use
   b. Consider preparing a news release for the local media/school social media
   c. Ask CEO or manager to prepare a quote to use in article or social media post
   d. Get media/photo releases from participants, if needed (see template)
10. Event Prep
    a. Nametags? Only use child’s (anyone under 18) first name on badges unless otherwise required by company policy
    b. Welcome Area – Branding Opportunities
        i. Is it easy to find by people who do not know your facility?
        ii. Put our company swag – show off with company banners or welcome sign
        iii. Have extra people to greet guests wearing company gear
11. Prepare Event Day Communications Reminder to Tour Group to ensure attendance (see template)