

# 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)