

Setting up the Plant Tours

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10:55 AM

SETTING UP THE PLANT TOUR

- **Decide Who to Invite.** Consider starting with local school leaders, career and technical education faculty, and guidance counselors. Add local media, chamber of commerce executive, and elected officials.
- **Send the Invitation.** Send a letter explaining who you are and what you would like to showcase. Include directions to the plant, as well as a requested amount of time. Once a date is set, be prepared for last-minute schedule changes.
- **Respond to a schools request.** When a school initiates a request for a plant tour, follow up with a confirmation of the request and next steps.
- **Complete Plant Tour details.** Once the date and time are agreed upon, follow up with a final confirmation letter to finalize details for the plant tour. This includes date, time, location, dress code, and any other details that are pertinent.
- **Track and Confirm RSVPs, and Follow Up as Necessary.** Call the invitees to make sure the invitation has been received. Make follow-up phone calls. Be flexible and persistent.
- **Be Clear About the Length of the Event.** Make sure everyone knows the timetable for the tour and other events you have planned.
- **Distribute Memo of Visit to Employees.** Share the news with employees of the visitor's planned visit and encourage them to attend.

The ideal time to schedule a tour is during October, since it is Manufacturing Month.

If you hold a tour at another time, some dates to keep in mind include:

- Martin Luther King, Jr., Day (mid-January)
- Presidents' Day (mid-February)
- Easter/Passover (March or April)
- Memorial Day (late May)
- Independence Day (July 4)
- Summer (June through the week after Labor Day)
- Rosh Hashanah (late September or early October)
- Yom Kippur (10 days after Rosh Hashanah)
- Columbus Day (early October)
- Veterans Day (early November)
- Thanksgiving (late November)
- Christmas (late December)
- New Year's Day (January 1)

From <<https://www.wmc.org/programs/programs-manufacturing-month/plant-tour-guide/>>