

ORGANIZING THE PLANT TOUR

- **Put together internal planning group, if necessary.** The planning group should be responsible for organizing the logistics of the plant tour.
- **Use the tour to tie in what the students are learning in school.** Talk about how math, science, etc. are utilized in your operations.
- **Decide who will meet with the visitors.** Your intent is to develop a good rapport with educators and others who may influence the future employees of your company and your industry. If you have alumni from the school, have them talk about their story and their career.
- **Craft VIP introductions.** Decide who will provide remarks and the topics you want to cover in welcoming school leaders and others.
- **Establish look and feel of welcome area.** Determine how you want the entrance to your plant to appear when your guest arrives. Think about the type of signage you want to use and whether any displays will be set up here or somewhere else.
- **Reserve a room for school leaders to talk with your staff.** Determine the best room, set up a podium and microphone if necessary, and arrange seating. Determine if refreshments will be served.
- **Create name badges for guests and staff.** Name badges are a must for your plant tour. Create name badges for your guest and any staff that accompanies him or her, as well as employees of your plant.
- **Determine required safety equipment.** If your plant tour requires it, determine what safety equipment will be needed. These include construction helmets, safety glasses, gloves, etc. Make sure you advise the students of proper clothing to wear.
- **Brief tour guide(s).** Inform your tour guide(s) of what the plant tour will entail (what machinery, if any, will be shown on the tour, who the guest will meet with and where, the length of the tour, etc.)
- **Craft tour script.** Write an outline of what you hope to cover during the plant tour.
- **Hire/designate photographer.** Have a photographer on hand to take pictures of your tour event. These photos are excellent opportunities to publicize the event.
- **Prepare an information package.** Prepare materials for your guests that emphasize the benefits good manufacturing jobs bring to workers, suppliers and your area's economy. Put together a one-pager that highlights your company's characteristics and accomplishments.
- **Research talking points, your company story, company employment needs, etc.** Educate visitors on the great things manufacturing does. Share your personal stories; don't just talk economic data or statistics.
- **Prepare a map of the tour route.** Consult with employees to determine a route for the tour, noting which areas contain top secret information or any safety hazards. These areas should be off-limits.