

SETTING UP THE PLANT TOUR

- Invite or respond to the school's request for a plant tour.
- Send a confirmation letter.
- Send Pre and Post Survey.
- Track and confirm who will be attending.
- Coordinate length of tour.
- Distribute memo of visit to employees.
- Identify employee(s) who are alumni of the school.

ORGANIZING THE PLANT TOUR

- Put together internal planning group.
- Decide who will lead the tour (utilize Alumni if possible).
- Reserve a room to kick off the tour and end the tour with final comments.
- Create name badges for guest and staff.
- Determine required safety equipment (purchase any additional equipment needed prior to tour).
- Brief the tour guide(s).
- Craft tour script.
- Designate a photographer.
- Prepare an information package.
- Research talking points, your company story, current events, how to integrate what the student is learning to jobs within the company.
- Determine what machinery will be in operation.
- Prepare a map of the tour route.
- Order All Star Magazines from Ann Franz at Ann.Franz@NWTC.edu to hand out.

CONDUCTING THE TOUR

- Provide safety equipment to tour guests, if applicable.
- Show students how your production line works.
- Let your visitors be an active participant if you are able.
- Mention any prepared talking points during the tour.

FOLLOWING UP AFTER THE TOUR

- Send thank-you note to guest(s).
- Thank your own staff.
- Send photos to guest and NEWMA - Ann.Franz@nwtc.edu.
- Tell NEWMA about the tour.
- Provide press coverage if desired.
- Use social media to recap the tour.
- Continue to communicate with the school.

PLANNING FOR THE MEDIA

- Draft a media advisory, if desired.
- Prepare area for news media.
- Prepare a message from the CEO.
- Send out press release.