

CONDUCTING THE TOUR

- **Provide safety equipment to tour guests, if applicable.** Provide your guest with any items necessary for a tour, such as a construction helmet, safety glasses, gloves, etc.
- **Show guests how your production line works.** Show your guest how your machinery works, how different items are put together, what new technologies are being used, and your workers' overall productivity.
- **Let your visitor be an active participant.** If feasible without shutting down production lines, offer your visitor the chance to address your entire workforce. Have the guests do something "physical," such as shake hands, participate in a ribbon-cutting, run a machine, examine your product, or look at a computer screen. These are prime photo opportunities.
- **Mention any prepared talking points during the tour.** You have an important story to tell, so prepare specific answers to expected questions, particularly about your company's impact on the region. When developing your presentation, work in the following information:
 - **Success stories.** Discuss how the plant has improved and contributed to the community. Inform visitors about your company's history, including total investment in facilities and equipment.
 - **Products manufactured.** Describe how the products are used and where they are sold. Include the value of products you export.
 - **Jobs.** Discuss the number of people employed in your plant and others around the state or country; labor unions represented in your plant; and worker health, safety, and training programs.
 - **Payroll and benefits.** Discuss wages and the types and value of employee benefits, including profit-sharing, recreational programs, voter registration activities, health or sports facilities, credit unions, child care, educational support and discount purchases of company products. (Remind your visitor that each wage dollar multiplies in the wage earner's community in the form of rent, food purchases, clothing purchases, medical expenses, etc. before it goes to out-of-town suppliers.)
 - **Community impact.** How much does your company pay in federal, state, and local taxes? What are your local expenditures to purchase supplies, materials, and services? Do you host town hall meetings? Does your company participate in community charities? What are you doing to support local education? Tell the guests about your active role as a good corporate citizen.

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