

FOLLOWING UP AFTER THE TOUR

A plant tour enhances the mutual understanding between you and your community. To make certain that they remember your company, follow-up efforts are important.

- **Send thank you note to guest(s).** Write a thank you note reiterating any key issues discussed during the tour.
- **Thank your own staff.** Recognize employees who contributed their time and expertise to make the tour a success.
- **Send photos to attendees.** Many times photos you send to guests will show up in other periodicals.
- **Tell NEWMA about the tour.** To help NEWMA assist other companies, tell us how the tour went. Send us photos and press clippings. E-mail your information to Ann Franz at ann.franz@nwtc.edu.
- **Provide press coverage.** Provide the school district, technical college, and local chamber of commerce with your company newsletter and other publicity the visit generated.
- **Use social media to recap the tour.** Publish photos, details, etc. on company social media platforms. Coordinate with NEWMA to post on any NEWMA platforms.
- **Continue to communicate with the guests post-event.** Keep them up-to-date on new activities at the company, and leave the door open for future visits.
- **Request post-surveys from the school.**

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