

TMA HOW-TO GUIDE FOR PLANT TOURS

The most effective way to educate people about manufacturing and the jobs available in our industry is to let them see what you do firsthand.

TMA members lead the way by opening the doors of their manufacturing facilities to students, teachers, mayors, local officials, state senators and representatives, and members of Congress. When everyone from policymakers to parents knows about the high-tech, lucrative career opportunities available in our industry, we will close the skills gap and keep American small and mid-size manufacturing competitive and strong.

It's important – and it's easy!

SEVEN STEPS TO MANUFACTURING PLANT TOUR SUCCESS

STEP ONE: IDENTIFY A SCHOOL NEAR YOU AND YOUR ELECTED OFFICIALS

- Find local middle and high schools in your area with contact name and phone number: [HERE](#)
- Find your state and local officials: [HERE](#)

STEP TWO: START YOUR OUTREACH

- If reaching out to a school, contact the local principal, superintendent, or program director by phone or email. If contacting a candidate or elected official, start with their scheduler.
- A sample phone script and invitation letter are below. Remember that you may need to follow up a few times.

IF CALLING

Intro if calling: My name is X with the local manufacturing company, [COMPANY NAME], located in [CITY]. We would like to invite [your students, Mayor X, Councilwoman Y, Senator Z, etc.] to tour our plant on either [provide three date options].

IF EMAILING

Intro if sending an email: On behalf of [COMPANY NAME], a local manufacturing company in [CITY], we would like to invite [your students, Mayor X, Councilwoman Y, Senator Z, etc.] to tour our plant on [provide three date options].

We manufacture [INSERT SAMPLE OF PRODUCTS] for the [INSERT SAMPLE OF INDUSTRIES SERVED OR FINISHED PRODUCTS] industries.

This invitation is part of our ongoing efforts to inform policymakers and the public about the high-tech and highly paid manufacturing careers available in our communities. Many elected officials, students, parents, and members of the media are not aware of the many precision products we manufacture right here in our state. Manufacturing is growing and we would like to showcase our shop to you.

We would be happy to discuss logistics in more detail, including transportation, educational materials, safety requirements, and other information. We think this is a unique opportunity to

teach our [kids or elected officials] and inform our community about manufacturing in the area and reinforce the role science, technology, engineering, and mathematics (STEM) education plays in our workplaces.

Thank you for your consideration. We look forward to discussing how best to proceed.

STEP THREE: CONFIRM YOUR EVENT WITH ATTENDEES


- Confirm with attendees and track RSVPs with regular follow-up.
- Make sure the school/elected official's staff knows you would like parents/staff (if appropriate) involved as much as possible and to attend the facility tour if available.
- Reach out to nearby manufacturers and suggest collaborating for tours of multiple facilities in your area.
- Be sure to coordinate trips to make sure there is no overlap with another group you invite.
- Decide if you want to invite local media. For assistance with this outreach, email info@tmaillinois.org.
- Provide directions. Make sure drivers know where to park and that there is ample space by the entrance to unload visitors.


STEP 4: ANNOUNCE YOUR EVENT


- Tell your TMA Advocacy team about your event and get assistance with press releases, social media postings, and media outreach. Contact: info@tmaillinois.org.

STEP 5: PROMOTE YOUR EVENT

- Ask the school/organization to include information on it in their newsletter/bulletin boards/list serves.
- Post your event online and spread the word through social media. Tag TMA

 @tmainfo

 @tmanet

 @tmamidwest

STEP 6: PREPARE FOR YOUR EVENT

- Inform your employees of the visit. Designate specific tour guides and designate a photographer.
- Determine who will speak and what they will say.
- Develop a tour map/plan; identify stopping points and create an informal script to describe each

activity.

- Place a welcome sign outside or on lobby screen if possible.
- Create name badges for guests and employees involved in the tour.
- Have some finished products, company information, literature, available for viewing before the tour.
- Display trade association materials to give a broad sense of the industry.

STEP 7: FOLLOW UP

- Send thank you notes to your primary contacts.
- Include these contacts on your company newsletter distribution and follow each institution or official on social media.
- Send pictures and an event summary to your TMA Advocacy team: info@tmaillinois.org.

If you have questions or need support, please contact: info@tmaillinois.org.