

AMBA Workforce Development Guide Series



AMBA GUIDE TO COMMUNITY AND STUDENT PLANT TOUR EVENTS



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INTRODUCTION AND HOW TO USE

In the 2017 Business Forecast Study conducted by the AMBA, 100 percent of participating mold builders indicated that workforce development challenges were one of the top three issues their companies faced.

One reason why so many manufacturing professionals are struggling with workforce development: lack of knowledge/support in the local community.

Unfortunately, manufacturing still maintains a negative stigma – and unless students, teachers and community members can see firsthand that this is not the case, there is little opportunity for this trend to change. A great strategy to begin to tear down that stigma: opening your facility doors for student and community plant tour events.

As a leading resource for the moldmaking industry, AMBA's staff, along with the help and support of key AMBA member companies, has developed this guide. Deciding to open your door to the local community can be a large undertaking – especially if a shop and its staff have never done it before. It is the goal of this guide to help mold builders and their employees think through the process of hosting a tour, learn how to reach out to community members, prepare for the day of the tour and host an incredible event.

How to use this guide:

Every facility is different and every event is different. This guide was compiled by interviewing AMBA members who have been through the process, independent research and internal knowledge of community and tour events. While it was the goal to make this an easy-to-use, general handbook, there is no one size fits all!

To successfully use this guide, first read through the materials. Decide which areas and ideas fit with your organization's size, your event goals and your community needs, and focus in on those specific details – and don't feel pressured to use the rest!

The timeline associated with this guide begins at three to four months prior to your event launch. In our experience, this timeframe leaves plenty of time to recruit employees, attendees and prepare your shop, as well as allow to adjust plans should you encounter major hurdles along the way. However, that timeframe may be too early or too late depending on your event date. Tailor the timeline to fit the needs of your event, but remember to be realistic. Putting on an event with only one week of planning is not impossible, but it is definitely not optimal.

The guide also frequently references an event team. For some mold-makers, this is completely feasible. However, if you are a much smaller shop, there is a good chance that you may be a team of only one or two. That's okay. Look at the roles and responsibilities listed and plan on how you or you and your team members can successfully tackle them.

Utilize the resources in the Appendix! Take a good look at the resources in the appendix, as well as the additional, outside resources listed. There is no need to reinvent the wheel. There are several time-consuming items that have been done for you.

Last – if you have questions, reach out to AMBA staff and other AMBA members! To do so, email the AMBA at info@amba.org or call 317-436-3102.

PLANT TOUR TIMELINE & CHECKLIST



Light bulb icons indicate that there is an example or mock up of that action item in this document

To host a successful plant tour, especially for the first time, companies need to allow themselves plenty of time to plan, recruit and prepare for the event.

12-16 WEEKS PRIOR (pg 6)

- Determine date and time of event
- Decide who will be invited
- Reach out to community leaders
- Create an event committee or appoint an event lead

8-10 WEEKS PRIOR (pg 8)

- Begin marketing the event
- Create and Send Invitations (hint: utilize multiple media outlets) 
- Track and confirm RSVPs

6-8 WEEKS PRIOR (pg 10)

- Decide on day-of roles 
- Craft company story and talking points
- Begin designing welcome presentation
- Determine tour route and scripts
- Draft agenda

4-6 WEEKS PRIOR (pg 12)

- Send out a press release about the event 
- Reach out to local newspaper or radio station
- Decide on designated parking areas

2 WEEKS PRIOR (pg 14)

- Decide on (and order) decorations for stations and welcome area
- Create welcome packets

1 WEEK PRIOR (pg 16)

- Send reminders/confirmation emails to attendees 
- Order food and drinks
- Make nametags for guests and employees 
- Create a registration/sign-in sheet 
- Create a feedback form 
- Confirm start and end time with all employees
- Finalize agenda, presentation, scripts and talking points

1-2 DAYS PRIOR (pg 18)

- Set up welcome area, food stations, product table, materials table and round table or presentation rooms
- Set out necessary PPE and safety equipment for guests
- Provide staff with list of confirmed attendees
- Clean

DAY OF (pg 20)

- Take pictures!
- Welcome guests and track attendees
- Allow guests to be active participants in the experience

After the Event (pg 22)

- Send thank you and follow up notes to attendees 
- Share photos and press coverage with attendees and local community
- Post about the event on social media
- Continue to communicate with guests after the tour

12 - 16 WEEKS PRIOR TO EVENT

DETERMINE DATE & TIME

Before doing anything else, select a date and time(s). Some companies may choose a weekend date, while others may prefer a weekday. Ultimately, the day and time selected will help in other major decision areas, such as who to invite and for how many to plan. The date you choose should correlate with your intended audience. For instance, if you are working with just students, a weekday tour may be appropriate, however, if you are looking to invite parents and community leaders an evening or weekend date and time would be optimal.

Many companies choose to have an open house/plant tour event coincide with a major milestone, such as 20th Anniversary, city event, beginning/end of the school year, Manufacturing Day, etc.

Regardless of what day you choose, be careful to look out for national and religious holidays, such as Columbus Day, Rash Hashanah, Veterans Day, etc.

The time and length of your event are also important decisions. When determining time and length, take into consideration the following:

- Travel - Will attendees need to travel long distances to reach your facility? If so, earlier in the morning and evenings may be challenging.
- Day of the week - Sunday mornings could conflict with church and other obligations. Also, if parents and community leaders are invited, late into weekday evenings can be difficult. Weekend afternoons and evenings are often already filled with activities, so plenty of notice is needed to fill these time slots.
- Age and demographic of attendees - Younger children tend to be more attentive in the mornings than the evenings; also their attention span is much shorter. Older students and adults, however, can still be present and engaged in the afternoons and evenings.
- Number of tours being hosted - Are you hoping to host multiple tours in one day, such as an all-day open house? If so, strategic time frames will need to be outlined.

Let careful planning of the date and time(s) be a catalyst for a successful event launch.

WHO IS INVITED?

Early on, decide who to invite. Unless you are hosting one or two specific classrooms, deciding who to invite is key. Remember, opening up your facility to the public is a celebration and a way to create awareness in your community!

Consider starting with the following:

- Local schools and school leaders (students, principals, superintendents, school board members)
- Local middle and high school teachers and counselors, as well as, community and technical college faculty and students
- Children and families of current employees
- Current and/or prospective customers
- Elected officials (local, state and federal)
- Local youth organizations (Boys & Girls club, STEM clubs, vocational clubs, science camps, etc.)
- Economic development agencies and workforce boards
- Media (newspapers, television and radio stations)
- Other civic organizations or community leaders

“But I don’t know these people!”

Hosting a plant tour is the perfect opportunity to reach out to community leaders and begin building important relationships - but it may take more than an e-mail.

- Survey your staff to see if anyone on your team has a connection to community leaders
- Attend local school board meeting to introduce yourself, your company and meet school board officials
- Call and set up meetings at local schools and youth organizations to meet principals, teachers, counselors and organizers
- Be persistent. While an e-mail may not get a response, a phone call may, and an in-person meeting can be even more effective

Build relationships by not only introducing your company, but by explaining what your company hopes to do in the community and offering your time or resources to help in ways that others may need.

CREATE A COMMITTEE OR APPOINT A LEADER

As with any project, being clear on who is responsible and what they are responsible for is imperative. One person can certainly put on this event, and having a committee is not necessary, but delegating certain tasks will help ensure major items are not overlooked.

Ideas for committee responsibilities include

- Outreach to community
- Marketing and invitations
- Tracking and following up with RSVPs
- Developing tour routes, scripts and agenda
- Setup and tear down
- Decorations and food and beverage
- Post-event follow up

Regardless of who is on the committee, on the day of the event, everyone on staff should be ready, supportive, engaged and involved.

8 - 10 WEEKS PRIOR TO EVENT

BEGIN MARKETING

When you begin marketing your event, remember to explain the five Ws: who, what, when, where and why. Whether in-person or via invitation, be purposeful in crafting your message. Invitees should understand who your company is, what to expect from the event, when it takes place (including start and end times), where it is located, and why they want to attend.

Design your invitations with your target attendees in mind. Keep in mind, you may need to be persistent in marketing your event. Don't be surprised if one email doesn't fill up the attendee roster. Starting well in advance of the event date will give you a good feel for potential conflicts and allow you time to change your marketing plan along the way if you are encountering any barriers to success.

Sample invitations can be found on page 25.

Make a plan to track RSVPs

This may sound like common sense, but without understanding who is responsible for tracking RSVPs and how they are tracked, it is easy for RSVPs to get lost or mixed up in the daily shuffle.

Track RSVPs as they come in. Batching RSVPs may seem intriguing, but it can lead to errors, especially if you are accepting RSVPs through multiple channels, such as email and phone and online registration.

Create a spreadsheet with attendee information. Basic information that should be tracked includes name, company/school, phone number and email address.

Assign one person to be in charge of RSVPs. All RSVPs that arrive should go through one person tasked with keeping them organized.

MULTIPLE APPROACHES TO INVITATIONS

Every organization and event is different, and there is no one “right” way to invite attendees. Instead, companies should leverage multiple avenues to invite the community to their event. Make a plan for how you will invite attendees. This will remind the marketer to use several mediums and helps remind staff members to send additional invites. The list below is not comprehensive, and certainly, an organization doesn’t need to hit each of these bullet points. It should, however, spark ideas on how to begin thinking of inviting guests.

- **Traditional Mail Invitation:** Mailing invitations to schools, organizations, customers, peers and local companies are a great start. However, depending on your range, it can get expensive.
- **E-Mail Invitations:** E-mail is a great option - and inexpensive. Companies can use current mail services, like MailChimp, or send E-vites through third parties, such as Paperless Post or Greenvelope for crafted and branded invitations or utilize their current standard e-mail, such as Outlook or Gmail for a more personalized invitation.
- **Social Media:** As one mold builder stated, “All of today’s youth is on social media, so if you’re not using it, how do you expect to reach them?” Social media events and ads are free or inexpensive and allow you to reach a much larger audience. Facebook is the most commonly used platform for events, but Twitter and LinkedIn also allow for an organization to highlight an upcoming event. After you post about the event, encourage other company employees, your peers, family and friends to share the event as well - further broadening your audience.
- **Businesses/Schools:** Since it is likely you are inviting businesses and schools, it makes sense to utilize them as a way to get the word out about your event. Not only should you invite local businesses and schools, be sure to tell your guests they are welcome to spread the word or bring another guest who may enjoy this event.
- **Employees:** Employees are working to help make this event a success, so be sure to encourage them to attend - and bring their families. Not only will it show off your company’s culture, but it will also allow employees to share with their family what they do everyday.
- **Association/Professional Organization Affiliations:** If you are involved in any associations or professional organizations, don’t forget to let them know about your event. Often time, these organizations will highlight these events in a newsletter or emails and help do some of the work for you!

6-8 WEEKS PRIOR TO EVENT

CRAFT COMPANY STORY AND TALKING POINTS

Even if this isn't your first plant tour event, take time to plan how you will tell your company story. First and foremost, keep the target audience in mind. In all likelihood, most of the attendees will have little knowledge of manufacturing - so avoid jargon. Instead of putting together wordy PowerPoint slides, think about the five C's: circumstance, curiosity, character, conversation and conflict.

By using the five C's, you can set up the circumstances by which the company came to be, get the audience curious by asking rhetorical questions or making them think of a problem. Tell the story about the people, such as yourself, the owners, the employees, a family, the customers. Use this opportunity to tell about a particular opportunity that arose that either helped build the company or brought it to new levels. And lastly, conflict. Tell about times when there was a challenge and how the organization was able to overcome that. This is not the time for a history

lesson, rather a time to share the importance and impact the company provides and make the story more personal.

Use your audience's lack of knowledge in manufacturing to really showcase what your organization does. Show a product that they may use regularly that you helped to manufacture or a life-changing device your team helped to develop. Get them thinking about what manufacturing truly is. Also, use this time to help dispel any common myths about manufacturing!

Keep it brief! If Ted speakers can explain the history of the universe in 18 minutes or less, there is no need to go on for an hour about the 30-year history of the organization. If there are any important details you can't fit into the presentation portion - craft them into talking points that can be shared on the tour.

AGENDA AND SCRIPTS

Begin thinking about and developing an agenda and script. “Script” used here is a loose term for a document that explains where employees/ volunteers will be and when. For instance, your script may include the following: “8:45 - Chris to front door to welcome desk.” This will help everyone remember where to be and when.

The agenda by contrast, is more for the attendees. A sample agenda is provided on this page. Keep in mind, the time frames listed are just an example. You may choose to do a full-day event, offering multiple tour times, or shorter introductions and tours. This event is about showcasing

the work done in the organization, networking with community and peaking the interest of younger generations.

| | |
|-------|--|
| 8:45 | Welcome Guests |
| 9:00 | Welcome, Introductions and Overview |
| 9:45 | Break out into groups and distribute PPE |
| 9:50 | Begin Tour |
| 10:45 | Q&A, Activity and Snacks |
| 11:30 | Conclude |

ASSIGN DAY-OF ROLES

This is a perfect time to plan out day-of roles. Depending on your event size, staff size and number of guests, not all these roles will be necessary to assign. However, the list below should help in the planning process.



PRESENTERS

Presenters should be knowledgeable, personable and easily relate to the audience - and comfortable speaking in front of an audience! They lead the company presentation.



WELCOME TEAM

As the role suggests, these are the people who will be the first face visitors see. They will welcome guests, guide them to where they should go and give them any PPE, company packets or gifts.



STATION LEADS

Station leads are the individuals who present at each station. They generally do not travel with the tour group, instead stay in one place as visitors come to them. They are experts in their given area.



TOUR GUIDES

Tour guides are responsible for leading the group around the facility, from one station to the next. They should be friendly, patient and knowledgeable in most areas.



PHOTOGRAPHER

If there are no pictures, it didn't happen. Be sure to assign someone to take pictures during the event. These can be utilized later on in marketing and sharing the event success!



SET-UP/TEAR-DOWN

These individuals are responsible for setting up and tearing down the event, including tables, chairs, signs, large decorations, etc.

4-6 WEEKS PRIOR TO EVENT

DESIGNATE SPECIAL AREAS AND DETERMINE TOUR ROUTES

In facilities of all sizes, prior planning of special areas is necessary. Meet with employees to decide on these special areas. Potential areas to designate include parking, welcome area, gathering/presentation area, area for food/beverages, PPE, giveaways and company information packets. These special areas also include stations - which may involve engineering, design, EDM, scheduling, etc.

After deciding on special areas, begin planning the tour route. Since there may be multiple groups touring at once, they will have to start at different stations and cycle through. Planning the tour route will help to both visualize how the day looks, but also identify potential bottlenecks. Run through the tour route several times with other team members to be sure it is fluid and makes sense.

Not only is planning the route itself important, it will help to solidify talking points at each station to be sure guests get a full understanding of your facility. Make sure station leads are experts in their station, allow time for questions and avoid common industry jargon.

This is also the perfect opportunity to decide how groups will transition through the tour and from station to station. Some organizations use a loud speaker to announce that it is time to move, while others put the responsibility on the tour guides.

REACH OUT TO LOCAL MEDIA

The local media can be an event's best friend. However, you have to give your local media plenty of heads up!

The most obvious way to reach out is via a press release, an example of which is included in this guide.

However, letters to the editor, interviews, videos, individual emails and phone calls are all viable options. Depending on individual company reach and goals for the event, every organization's approach will vary.

If the event is in response to a milestone date, such as 30th anniversary, Manufacturing Day, city birthday or beginning/end of the school year, be sure to highlight that as well!

Regardless of how or to whom you reach out to, keep your message direct, brief and include the five W's along with your contact information.



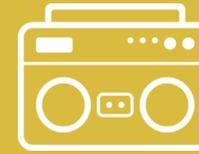
NEWSPAPERS

Reach out to: city editor or editor. This can be done via email, phone, online contact forms or through a letter to the editor.



TV STATIONS

Reach out to: the News Director. As with radio stations, many websites have contact information on them as well. Social media is also a common way to reach out to local TV stations.



RADIO STATIONS

Reach out to: the News Department. Many websites have contact information/forms to utilize for submitting stories.



MAGAZINES

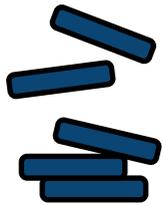
Reach out to: the Editor or Managing Editor. If there are multiple departments, select the one that most directly applies to your event and organization.

2 WEEKS PRIOR TO EVENT

STATION SET-UP AND DECOR

Now that special areas have been set, the next decision to make is how the stations will be setup and decorated - and potentially order the necessary supplies. This is an opportunity to be creative and show your company's personality. The following are examples of what may be included:

- **Welcome Area:** Welcome sign, balloons, sign in sheet, name tags, agenda or event information, signs for bathrooms and directions of where to go next.
- **Gathering or Networking Area:** tables (and table cloths) for food and beverage, table for company products or examples, table for company information packets, area for any giveaways. *Special note: be sure to label any food and beverages that are set out.
- **Presentation Area:** Projector, screen, podium, chairs and PPE if needed.
- **Stations:** Signs to label various stations (especially if you are working with a larger group, as there will most likely be stragglers).
- **Other:** Any other activities that guests may be participating in, such as photo ops, hands-on learning or interactions, pens and paper, guest questionnaires, etc.



WHAT TO INCLUDE?

Providing guests with a company information packet can help attendees get a better understanding of your organization. When putting together a packet, think about including the following:

- One-pager that highlights your company
- Information that emphasizes the benefits that manufacturing has on employees, the community and the local economy
- Relevant company contact information
- Other upcoming events
- Potential internship or apprenticeship opportunities

Let individuals know that this is not only about the manufacturer - it is about creating community partnerships. Include who community members should reach out to if they need volunteers, mentors, presenters, information or any other type of assistance.

1 WEEK PRIOR TO EVENT

CONFIRM, FINALIZE AND PRINT

About one week prior to the event, get the team together and confirm and finalize, order or print the following:

- Confirm day-of roles
- Run through the agenda and presentations
- Confirm script and individual talking points
- Confirm designated area spaces
- Create and print a registration/sign-in sheet
- Buy and make name tags for employees and attendees
- Create and print a feedback form
- Print any information for company packets
- Confirm start and end times with all employees involved
- Other event-specific details

Running through the details of the day with a team will help to identify any looming gaps in information, allow time for last minute questions and for the entire team to be on the same page. This provides enough time to make necessary adjustments should any problem areas be identified.

SEND REMINDERS TO ATTENDEES

Life is busy for everyone - including your guests. About three to seven days before your event, send registered guests a simple reminder message about the day, such as the one below. This also gives you the opportunity to highlight any special details, invite others, and reiterate date, time and location.

“Thank you for registering for our upcoming Community Open House! We look forward to seeing you there.

As a reminder, the event starts at 9:00am. We are located at 1234 West 5th Street. Parking is available off the front of the building. Be sure to wear comfortable, closed-toe shoes.

Snacks and beverages will be provided. Feel free to bring a guest with you to this family-friendly event.

See you on Saturday!

The Team”



1-2 DAYS PRIOR TO EVENT

SET-UP AND PREPARE

The event is almost here - and it is time to set up and clean up! One to two days prior to the event, task out cleaning duties. When you invite your friends over for the first time, you clean your house and make it look nice. The same applies here. Giving off a great impression includes leading with your best (and cleanest) foot forward. For some guests, it may be the first time in a manufacturing facility ever - and it is up to you to leave them with a positive first impression.

Pay extra attention to areas of clutter. There are more people than normal walking through the facility, so keep walkways clear of clutter, debris, cords, pallets, boxes, etc.

This is also the time to setup the stations and decorations. Employees shouldn't be running around the morning of an event frantically trying

to set up tables and find what they did with those company packets.

One to two days before, set up the welcome area, the table for food and beverage (without the food and beverages, of course!), materials (company packets, products, information, PPE, etc.) and the presentation area.

Anything you want to show off should be highly visible, front and center and in an area that you believe will have the most traffic. Go over talking points, agenda and route one more time with anyone involved in running the event.

GIVE OUT ATTENDEE LIST

By this time, there should be a fairly solid idea of who is attending the event. Pass out the list of confirmed guests to the team.

This will give employees an opportunity to look for familiar names of individuals they may already know, research companies or schools that will be present or be prepared to put a face with a name on the day of the event.

DETAILS THAT SLIP THROUGH THE CRACKS

Take this time to make sure there are no details you have let slip through the cracks, such as:

- Plenty of PPE for attendees to borrow and use
- NOISE - if your plant is too noisy, no one will be able to hear your presentations. Plan accordingly by using portable microphone and speakers or headsets.
- Is your company information packet and goody bags complete? Think about dispersing information on scholarships, apprenticeships, benefits of manufacturing information, etc.

Many of these details will be brought to light when you do your final run-through. Have your team “go on the tour,” as though they were new to the facility. Let your speakers rehearse their presentations, practice answering questions and walk the entire tour route. Final run-through should be completed anywhere from 2-7 days prior to your tour date.

DAY OF EVENT

HOST AN AWESOME EVENT

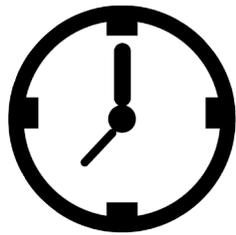
It is the day of the event! First things first: smile and welcome guests as they arrive. Make sure attendees have any handouts, a nametag and know where they should go next. Also point out the bathrooms and the food and beverage area.

Interact with guests and allow them to take part in the event. This means asking questions, getting to know the audience and allowing guests to ask questions as well. This also means helping with introductions between attendees when relevant and introductions of staff members as well.

If you have a large group, break them into smaller groups and begin the tour. Explain what each station does, and allow for demonstrations when appropriate. Help attendees understand the impact of your organization on a larger scale by relating what your company does or helps to manufacture with things they see in their everyday life. Again - avoid industry jargon.

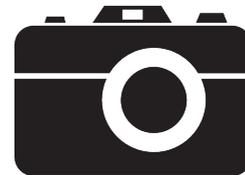
Start high, end high! Typically, events are scheduled to end with Q&A. However, all too often, Q&A sessions can take the momentum out of the event. End with a quick story, lesson learned, takeaways, etc., and, of course, a thank you to all your guests!

THREE FINAL KEY THOUGHTS



START AND END ON TIME

Show guests you respect and appreciate their time by starting and ending your event on time. Encourage guests to stay and ask questions after the event if they'd like.



TAKE PICTURES

Document the event through pictures and notes. Pictures can include anything from employees, guests, the tour and presentation down to the decorations and setup.



ENGAGE AND HAVE FUN!

After all the planning, remember to take time to really engage in the event and enjoy the experience with your guests. If you are having fun, your guests will too!

AFTER THE EVENT

EVENT FOLLOW UP

Now that the event was a success - don't let that momentum fade. Follow-up from an event is just as important. Consider sending thank you notes to the following:

- Attendees
- Staff and volunteers
- Media
- Government officials
- Customers

Customize your thank you notes based on the individual and what you took away from having them there - and what you hope they took away as well. Emphasize that your organization is there as a community

partner and hope to continue to build the relationship. This is not a one-and-done event, it is a jumping off point to getting students and community interested in manufacturing. Continue to communicate often with those who were in attendance.

Document your event and share pictures and stories with press, attendees, on social media, in a company newsletter and on the company website, etc.

Finally, get with your team and talk about how the event went, and what you can do better the next time to make an even greater impact!



APPENDIX

EXAMPLES TO INSPIRE YOUR EVENT

This appendix includes samples of: invitations, press releases, name tags, registration forms, feedback forms and thank you's. These samples are meant to help inspire organizations in planning their own event. Each of these examples will need to be customized with company names, contact information, logos, event information, etc.

If you need help in developing other resources, reach out to AMBA staff at info@amba.org.

INVITING THE COMMUNITY



YOU'RE INVITED
COMPANY OPEN HOUSE

Date: Thursday, September 8
Time: 10 AM - 1:00 PM
Location: Company Name
Company Address

Free to community members!

Join our team and other community members at this open house as we celebrate being part of this awesome community!

To register, RSVP to COMPANY CONTACT

*Please note that closed-toe shoes must be worn. Comfortable shoes and pants are recommended. Safety glasses will be provided.



Dear Name,

I am writing to invite you to COMPANY NAME's upcoming plant tour and community open house event. Our organization has been a proud member of the community for X number of years, and we are eager to celebrate with community leaders. We are encouraging educators and community leaders to visit our plant and see why manufacturing matters and show local youth that manufacturing is cool!

You may know our organization from... INCLUDE OTHER EVENTS YOU HAVE BEEN A PART OF OR A BRIEF DESCRIPTION OF YOUR COMPANY AND WHY SOMEONE WOULD WANT TO COME.

The event details are below: INCLUDE WHO, WHAT, WHEN AND WHERE.

I sincerely hope that you will be able to join us! This family-friendly event is open to all community members, so please feel free to pass this invitation along to other individuals who you think may be interested.

To RSVP, contact (COMPANY CONTACT).

I hope to see you then!

Sincerely,

YOUR SIGNATURE LINE

INVITING ELECTED OFFICIALS

Sample Letter to Elected Officials

Note: If you do not know the best contact to send this information to, call the office and ask who should be getting invitations to community events.

Date

Invitee's Title First Name Last Name

Invitee's Address

Dear [Title and Name]

On behalf of (COMPANY NAME), I am writing to invite you to a community plant tour and open house that (COMPANY NAME) is hosting. This open house, which will take place on (DATE OF THE EVENT) is a celebration of our organization's dedication to the community, as well as an opportunity to teach local youth and community leaders about our organization and the importance and impact of local manufacturing.

I would appreciate the opportunity to share more about this exciting event with you. We will be holding this plant tour on (DATE) at (LOCATION). The event will include a presentation to the community, a tour of our world-class facility, the opportunity to speak with current employees and the chance to showcase what makes manufacturing great!

The event will last from (TIME OF EVENT), and we would be honored if you would join us in the celebration. As this is a community event, you will have the opportunity to interact with a number of community and local business leaders. If you are able to join us, I would be pleased to work with your team, as we hope to have local media cover the event.

I appreciate your consideration, and thank you for your support. You and your staff can reach me at (INSERT CONTACT INFORMATION) to follow up.

Sincerely,

YOUR SIGNATURE LINE

PRESS RELEASE

[Company Logo]

Contact: Your Name

Tel. xxx.xxx.xxxx

Email: your email

Date: Today's Date

FOR IMMEDIATE RELEASE

COMPANY OPENS DOOR TO COMMUNITY FOR THE FIRST TIME

Showing community members what manufacturing is really like

CITY, STATE, COMPANY is pleased to announce that it will be hosting the first ever plant tour and community open house event. Community leaders, teachers, students and local businesses will visit the facility and see firsthand what manufacturing in the 21st century looks like. Attendees will hear a presentation from the company's [PRESIDENT/CEO/OWNER], interact with staff members and tour the facility.

COMPANY plant tour/open house will take place on [EVENT DATE] at [TIME] at [LOCATION]. This event is open to all local community members and neighbors.

"INCLUDE A BRIEF QUOTE FROM COMPANY'S EXECUTIVE"

This event will teach students and local community members about what COMPANY does, why manufacturing is so important in our community and learn that moldmaking is a great career choice for our community's youth.

Those interested in joining us at this event should RSVP to COMPANY CONTACT.

About YOUR COMPANY NAME

[This is where you put a mini-biography of your business. How long you've been in business, your place in the community, etc. Keep it to fewer than four lines. To learn more visit, www.yourwebsitehere.com.]

###

NAME TAGS

Depending on your event, a company can choose to print out individual name tags using a standard name tag template, such as Avery 74459 and doing a mail merge in Microsoft Word or similar program, or have sticker name tags for attendees to write in their own name. Name tags should include first and last name,

as well as with which school, organization or company they are associated.

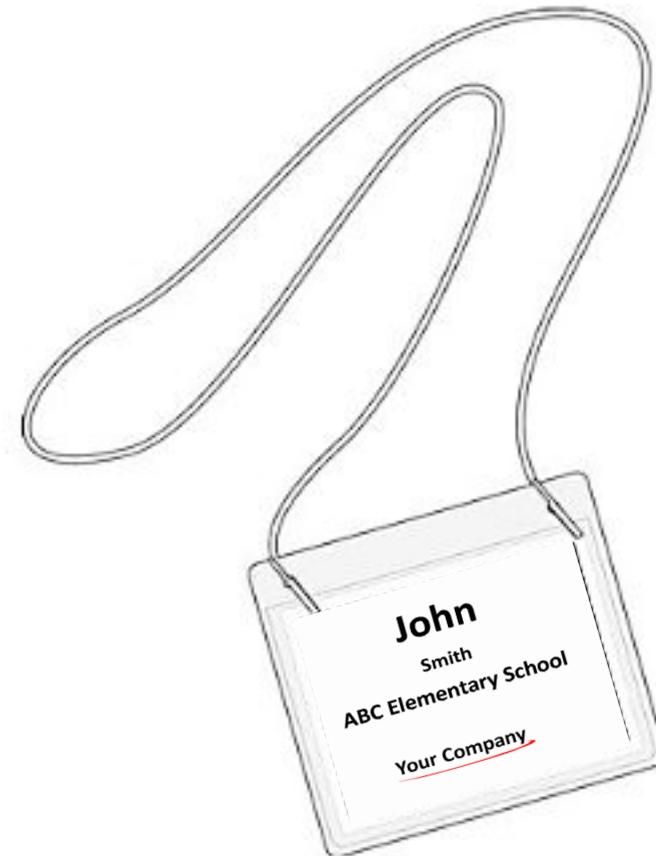
Below is an example of how a name tag mail merge would look.

«FIRST_NAME»

«LAST_NAME»

«COMPANY»

Your Company



FEEDBACK FORM

This is a sample feedback form. This can be given out at the end of the event or emailed to attendees post-event. Companies may need to update/add/remove/change some questions to be applicable to their event and audience.

1. Please indicate your constituency: parent, student, community leader, business leader, media, other
2. The presentation contributed to my understanding of what COMPANY does: agree, neutral, disagree
3. The tour was informative and helped my understanding of what COMPANY does: agree, neutral, disagree
4. Before this event, I knew what mold building was: agree, neutral, disagree
5. After this event, I understand what mold building is: agree, neutral, disagree
6. My opinion of manufacturing changed by participating in this event: agree, neutral, disagree
7. If your opinion changed, which best describes the change: opinion improved, opinion stayed about the same, opinion worsened or lessened
8. Do you have any other suggestions or comments you would like to include?

THANK YOU & FOLLOW UP

Thank you for attending our event!

Dear [ATTENDEE NAME],

From myself and the entire team at COMPANY, I want to thank you for attending our community open house last Thursday. With nearly NUMBER of attendees, it was an incredible show of community and support.

We know that everyone is busy, and your presence at the event was very much appreciated! It is our sincere hope that you enjoyed the open house, learned more about our organization, and that we can partner together in the future to help make our community a great place to live and work!

I look forward to seeing you around town! If you ever need volunteers, mentors, etc. feel free to reach out to myself and my team! We would love to help.

Sincerely,

YOUR SIGNATURE LINE



ADDITIONAL RESOURCES

Check out these additional resources from other trusted manufacturing support organizations:

- FLATE Best Practices Guide, Connecting Students and Educators with Industry Peers: <http://fl-ate.org/wp-content/uploads/2015/02/Industry-tours-for-students-print-edition-0102913-ew.pdf>
- Wisconsin Manufacturing Plant Tour Guide: <https://www.wmc.org/programs/programs-manufacturing-month/plant-tour-guide/>
- Manufacturing Day, Open House Tips: <http://www.mfgday.com/resources/open-house-tips>
- Manufacturing Day Host Toolkit: <http://www.mfgday.com/playbook/MFG%20DAY%20Host%20Toolkit.pdf>



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