



Manufacturing Day: Your Opportunity To Shine

National Manufacturing Day, the first Friday of every October, aims to enhance public knowledge of manufacturing's value to our economy. In New Mexico, October has been proclaimed Manufacturing Month by Governor Michelle Lujan Grisham.

Schedule your facility tour for any day in October.

Manufacturing Day is for...

- Students, parents & educators – to learn about careers in manufacturing
- Customers, suppliers & business associates – to appreciate the work that goes on behind manufacturers' doors
- Media, legislators & future customers – to inspire mutually beneficial relationships with New Mexico manufacturers

Visitors attending facility tours will experience the excitement of seeing designs turned into products.

This is your opportunity to...

- Tell your company's story
- Dispel outdated myths about manufacturing
- Inspire a new generation of workers
- Connect with potential customers in your community

Put your company on the Manufacturing Day map!

Email: mfgday@newmexicomep.org

Primary Social Media Hashtag ► [#MfgDayNM](https://twitter.com/MfgDayNM)





1. Preliminary Checklist

These decisions will help you fill out the Host Questionnaire we will send you.

- Determine the format of your event. (guided facility tour? student tour? presentation? etc.)
- Determine how long it will last (one hour? 30 min? half day with luncheon?) and if you will repeat it for additional groups.
- Decide whom to invite.
 Manufacturing Day is a national celebration of the nearly 13 million talented men and women who work in the industry. It's also an opportunity to make a positive impression on:
 - The families of your employees. If family events aren't a common occurrence at your company, this is a perfect day for employees to proudly show off what they do.
 - Potential customers. Give these folks a reason to want to do business with you. Show them what goes into your product and demonstrate your customer service skills.
 - Current customers. Make Manufacturing Day your annual customer appreciation day.
 - Your business service providers. When was the last time your banker, insurance agent or accountant visited you?
 - Students or a youth organization. Do you know someone who is active in the Boy Scouts, Girl Scouts or a similar youth organization? Invite them to visit your company on a field trip. Or, invite a school group.

★ **New Mexico MEP can try to match your company with a school or youth organization.**

- The next generation of manufacturers is currently in school. When students visit a manufacturing facility, they make a real life connection between their studies and a future career in manufacturing.
- Many elected officials have never set foot inside a manufacturing facility. You can educate them and help them make manufacturing-friendly decisions!
- Local reporters are on the lookout for interesting stories to tell. Do you have an interesting story?
 - **If you would like specific elected officials, journalists or VIPs to tour your facility, invite them!**

- Decide which, if any, safety equipment will be provided and any other parameters you will set.
- Put together an internal planning group to generate creative ideas.
- Fill out and return the Manufacturing Day Questionnaire.

★ **New Mexico MEP will use the information you provide on the questionnaire to create an event registration web page for your company's event.**





2. Tour Preparation Checklist

- **Decide how you will deliver your invitations (mail and/or email? in person?)**
Previous tour hosts have designed and produced on their own equipment unique invitations that represent what they make.
- **Save-the-Date can be sent ASAP (please wait for registration url before sending formal invitations).**



New Mexico MEP will register your event on mfgday.com for national visibility.

OTHER PLANNING OPTIONS:

- **Craft welcome and introduction.**
- **Establish look and feel of welcome area.**
- **Create name badges for guests and staff.**
- **Prepare required safety equipment.**
- **Brief tour guide(s) on logistics.**
- **Craft tour script.**
- **Designate a photographer.**
Pictures that tell the story of your participation will come in handy in your social media and other promotional efforts before and after your Mfg Day event.



New Mexico MEP will request your review if we take photos at your facility on tour day.

- **Determine if any sensitive materials or processes should be off-limits to photographers.**
- **Research talking points, your company story, current events relating to your industry.**
- **Prepare an information package for students, educators, lawmakers, other guests.**
Or prepare a one-pager that highlights your company's characteristics and accomplishments.



2. Tour Preparation Checklist - page 2

- Map out the tour route.
- Write or prepare any questions for students, educators or other attendees.
- Join the conversation on social media.
 - On Twitter and Facebook, be sure to use the hashtag **#MfgDayNM**. On Facebook, "Like" the New Mexico MEP page, and share and interact with #MfgDayNM posts.
- Prepare displays and/or literature.
 - Create a display or offer hands-on experiences. While you may not be able to allow visitors to get close to or personally interact with your machinery, you could create imagery that illustrates what a product looks like at various stages of completion.
 - Gather company literature and background materials.
 - Display any trade association materials, if appropriate.



New Mexico MEP can provide you with the Manufacturing Day graphics.

- Place Mfg Day graphic on your website & link to <https://newmexicomep.org/mfgday/>
- Create banners or other signage.



3. Send Your **Invitations**

★ New Mexico MEP can send you a customizable email template that can be used for invitations. Postcards are also available if using US mail. Email us with your request.

○ Send your invitations as soon as possible.

If using postcards:

- Customize the back with a handwritten note or sticker giving your tour date.
- Affix an address sticker or send in a brightly colored envelope.

If you requested but have not received postcards or an email template:

- Be sure to send us your completed questionnaire.
- Make sure you have approved the Eventbrite or other registration page we create for you.
- Let us know!

○ Send your **EMAIL** invitations multiple times.

○ **Get creative!**

Previous tour hosts have designed and produced on their own equipment unique invitations that represent what they make.

★ New Mexico MEP notifies elected officials and the media about Mfg Day events.

- If you would like specific elected officials, journalists or VIPs to tour your facility, invite them!
- Make some calls!
- Don't forget to include your registration page url on all invitations.



4. Consider Making A 30-60 Second Video

A short video about your company filmed ahead of or during your tour can generate momentum and create enthusiasm for what you do. Send us the YouTube link or your video file; we will share it on our channel and social media!

What you will need:

- A smartphone.
- Someone to record, be the narrator and do the interview.
- Someone to be interviewed.

Optional:

- Plug-in microphone.
- Tripod.

Things to remember:

- Landscape (horizontal) orientation works well.
- Keep the lens and microphone clear (no fingers in the way).
- Fill the frame with your subject. Avoid using the phone's lens-zoom feature.
- Keep your phone steady. Use a tripod or brace yourself against a surface.
- Avoid bright light behind your subject. Adjust overall room lighting so that a flash isn't necessary.
- Keep the microphone close to whoever is speaking. If not using a plug-in microphone, make sure the phone's built-in microphone is close to the speaker.

Shoot a test to check for sound and light.

Action!

- Record dynamic or detailed activity (production and people moving).
- Show part of what goes on at your facility or the people who are integral to your process.
- If narrated, include your company name and location.
- Keep it short. One minute or less is ideal for social media and longer videos should be less than three minutes.
- No one is expecting perfection, and bloopers may even add interest. Demonstrate, inform, and have fun!



5. Join Social Media efforts

○ In the weeks leading up to Manufacturing Day, you have an opportunity to reach and engage a larger audience by joining the conversation on social media.



Find us on Facebook @NewMexicoMEP, where we will be drumrolling #MfgDayNM (Manufacturing Day in New Mexico) and your facility tour.

○ Whenever you post on Facebook about Manufacturing Day, use these tags:

@NewMexicoMEP **@MfgDay**

○ Commit the following hashtag to memory, and use it in every social media post:

#MfgDayNM

○ Use these hashtags to alert national Mfg Day organizers:

#CreatorsWanted **#MfgDay**

○ Take a Mfg Day selfie! While you're preparing for your tour, and while you're conducting the tour, a quick selfie and a few words posted on social media will give our collective promotional efforts a personal touch.



6. Day Before & Day of the Tour Checklist

BEFORE VISITORS ARRIVE

(the day before, if your tour begins in the morning):

● Clean up.

Avoid clutter, have everything in its place, floors swept clean, clear path through the shop. First impressions count -- what does your company look like as visitors approach from the parking lot? Make sure employees who have a role to play in explaining things to your visitors are wearing a name badge so that they can be addressed by name when there are questions.

● Designate a note taker if you anticipate follow-up.

● Determine what machinery will be in operation.

● Post signs giving directions to the plant if necessary.

● Put up your welcome signs and/or banners.

CONDUCTING A FACILITY TOUR

Manufacturing Day gives you the perfect opportunity to share your company's story with people outside the industry. The question is: What's your story and how can you make it memorable?

● Welcome guests on arrival.

Thank guests for coming, and demonstrate your enthusiasm for the opportunity to share your company's information with them.

● Provide safety equipment to tour guests, if appropriate.

● Show your student-guests and interested attendees how your machinery works.

How are different items put together? What new technologies are being used?

● Let your visitors be active participants.

If feasible without shutting down production lines, offer your visitors the chance to interact with your workers. Having guests do something physical, such as holding or sampling your product, will make your tour memorable.

● Mention any prepared talking points during the tour.





7. Tips for effectively communicating with non-manufacturers

No matter how long you've been with the company, it helps to plan ahead. Make notes about what you want to say – from key points to fun anecdotes. How you tell the story also matters. When you look and sound proud, that's the positive image visitors will take away.

START STRONG.

Give them a reason to listen. Hook visitors right at the start with an interesting anecdote. If you're not sure what your "hook" is, ask yourself: How did your company get started? Who started it? What challenges has it overcome? What successes stand out? Is there something about your company that might surprise people?

BACK UP YOUR STORIES WITH FACTS.

Know your numbers. Anecdotes backed up by figures create a strong impression. If your company employs 50 talented people and most have worked at the facility for 14 years, that tells people something. While visitors may not remember the numbers, they will remember what those numbers mean.

Student visitors? They are the workforce of the future. This is your opportunity to provide advice about the kinds of careers that your company offers and the types of training and educational coursework you value when hiring employees. If there are specific kinds of training or skills your company needs but often can't find, let them know.

AVOID JARGON.

Avoid industry terms and business lingo that others, especially students, might not understand.

SHOW AND TELL.

Point out interesting equipment and people. Is there a feature no one would notice but makes a huge difference in safety? Or perhaps there's a third-generation employee on the floor. Show visitors why your facility or team is special.

WRAP UP ON A POSITIVE NOTE.

Give your visitors a chance to ask questions, but realize that people often hesitate to ask the first one. If no one raises a hand, take the lead: "One of the questions we're often asked is, 'How long does it take to produce ...?'" Ask the question and answer it. Rather than ending with the Q&A session, tell another story. Reminding visitors of the original story is a great option. For example, "With changes in manufacturing, we're looking for talented people who are skilled in mathematics and chemistry, so please send them our way!" Or "The vision the Johnsons had in 1922 remains our vision. We still consider this company the key to the American dream!"

The quickest way to lose the interest of your visitors is to try to show everything. Where are the best places in the facility to give an overview of the production process and highlight the work of your people and machinery? Pick a few stops that represent key stages and that allow you to demonstrate the progress a product makes through the shop. Where will visitors get the best view? Can they hear you? Which of your team members are the most enthusiastic about their work and comfortable explaining what they do and why it is important to the process and the company?