



Community Tour Guide



**INSPIRATION AND PRACTICAL IDEAS TO HELP YOU
CREATE YOUR OWN LOCAL SUCCESS STORY**

STEPS TO SUCCESS

This step-by-step outline walks you through best practices that will result in a successful tour



Q & A

WHAT IS A COMMUNITY TOUR?

A group of manufacturers in a city or region come together to organize tours for the public.

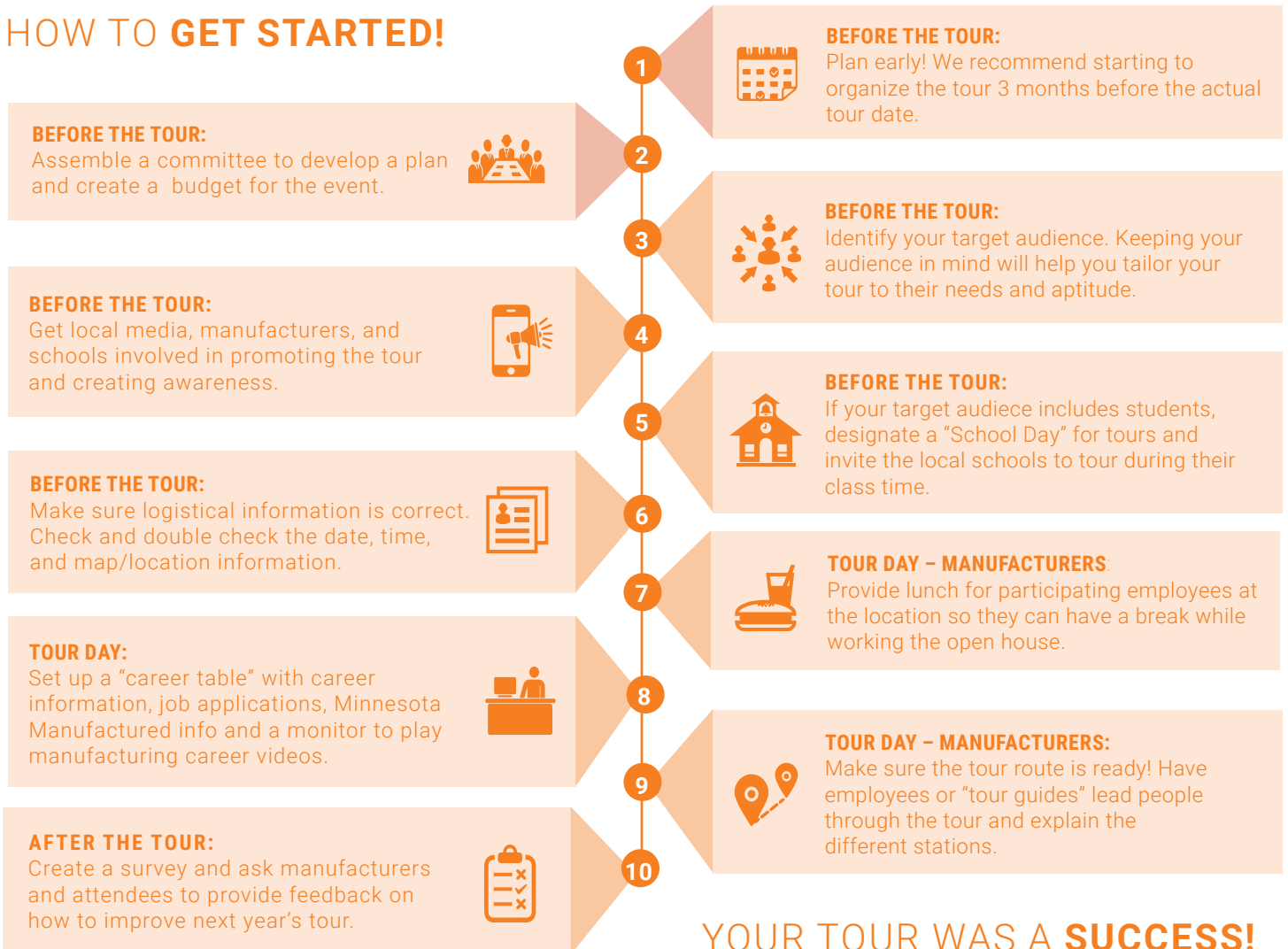
WHY HOST A TOUR?

Hosting a community tour allows manufacturers to pool resources and spread the word about the many rewarding career opportunities in manufacturing.

WHO SHOULD BE INVOLVED?

- Manufacturers
- Manufacturing Associations
- K-12 Schools & Colleges
- Chambers of Commerce
- City/Regional Agencies
- Media
- Funding/Sponsor Sources

HOW TO GET STARTED!



YOUR TOUR WAS A **SUCCESS!**

BEST PRACTICES

Best practices for planning, implementation and follow-up.

BEFORE THE TOUR:

- **Start planning early.** Most planning starts at least three months before the Minnesota Manufactured Statewide Tour of Manufacturing (October).
- **Build a solid team.** A solid event starts with a diverse planning team. Getting input, perspectives, and broad participation is key to a successful event!
- **Plan around your target audience.** Are you organizing tours for community members, schools, both, or others?
- **Plan to work.** Think about how the work will be done and who is responsible for what. Consider forming task-specific sub-committees to get the job done.

FUNDING...

Participating manufacturers support advertising and promotion of the tour. Your planning committee may want to fund other tour expenses as well, such as transportation for schools or job seekers.

If your community needs money for busing students to the tour, submit a funding request to Minnesota Manufactured. A copy of the application form may be found at the tour website: mnmfg.org/statewidetour/.

Foundations and manufacturing associations may be another source of funding for your event.

Check out these proven best practices to plan, fund, and organize your event

SCHEDULING THE TOUR

The date and time of your tour are one of the first decisions you will make. The best time for a tour varies by community. Consider staggering tour times to help people attend more tours. If possible, align your tours with other manufacturing events, such as a manufacturing breakfast. Always keep your target audience in mind; what time works best for them?

DAY OF THE TOUR:

- Provide lunch for your employees in a private area on the day of the tour so they can have a break while working the open house.
- Set out a sign and brightly colored balloons in the front business entry. Ramp it up by having greeters at the front door.
- Set aside additional handicap parking places by your front door.
- Make sure your tour space is ready. Have tour guides and/or employees ready at their stations to talk and demonstrate their work.
- If you are utilizing a self-guided tour, mark the pathway with brightly colored tape, providing a map that highlights what they will be seeing, and station employees around the route to visit with guests as they walk through.
- Set-up a "career table" with career information, employment applications, and Minnesota Manufactured brochures for tour attendees.
- Display a TV monitor showing the Minnesota Manufactured Career Video and your company video on an endless loop. Make both available at the end of the tour in a hospitality room. Provide snacks and have a few key employees on hand to answer follow-up questions.

AFTER THE TOUR:

- Survey your employees who worked the open house event to obtain their feedback, making note of what went well and what could be done to improve the event next year.
- Have your planning committee meet soon after the event (while the information is fresh) to discuss what worked well and what changes would improve the event next year.

GET THE WORD OUT

"Think outside of the box to reach a broad audience. We've included a commercial grower, a large print plant, a metal manufacturer, etc. to increase our reach." - Carrie Johnston

MAKE A BIG SPLASH IN YOUR COMMUNITY!

- Consider all your options including print, radio, and social media! Connect with local robotics teams, workforce centers, job placement firms, and/or colleges. Post signs around town. Share on social media. Purchase a newspaper insert to highlight participating manufacturers and sponsors. Award door prizes to attendees.
- Start close to home by promoting internally with your own manufacturing employees. These events are a great way for them to show families and friends where they work.
- Designate a "school day" for student tours, and invite local schools to tour during class time.
- Tailor your promotion to your target audience. For example, if you want job seekers to attend, you may need to advertise outside of your area.
- Check to see if local media offer non-profit rates or announce community events for free.
- Double-check logistical information for accuracy, including maps, tour times, and other promotional materials.
- Remember that you don't need to start from scratch! You can use the Minnesota Manufactured promotional toolkit and templates found on our website.

Visit mnmfg.org/staterwidetour/ to register your tour or for more information.

Recommendations for promoting your community tour and maximizing attendance at your event

QUESTIONS? LEARN MORE FROM:

Laura Stromberg

Brainerd Lakes Area Community Tour
Human Resources Specialist
Pequot Tool & Manufacturing
218-568-8069
lstromberg@pequottool.com

Carrie Johnston

Detroit Lakes Community Tour
Detroit Lakes Chamber of Commerce
carrie@visitdetroitlakes.com

Abby Strom

Alexandria Community Tour
Community and Workforce Development Coordinator
Alexandria Area Economic Development Commission
320-763-4545

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