

STEPS TO A SUCCESSFUL TOUR

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

STEP 1: PREPARING FOR A TOUR

SETTING UP A TOUR EVENT

- Determine when you're hosting a tour.
- Register your tour at: mmnfg.org/statewidetour/

ORGANIZING A FACILITY TOUR

- Coordinate with manufacturing partners in your area.
- Check with other local manufacturers and chambers to see what else exists.
- Plan your tour and where you wish to guide participants in your facility.
- Carefully choose tour guides, and prep tour guides by creating talking points.
- Determine required safety equipment (PPE, safety glasses, hard hats, etc.) Designate a greeter who can count the amount of participants to determine the total number of people reached.
- Share fliers, handouts, or brochures about your company with your guests.

MEDIA & PROMOTION

- Write a public service announcement (PSA), send out press releases, and contact local media (radio, newspaper, TV, etc.). Templates are available at mmnfg.org/statewidetour/
- Use social media during the tour.

STEP 2: HOSTING A TOUR

PREPARING FOR ARRIVAL

- Post signs so participants can easily find your building/facility, where to park, and where to enter.
- Create name badges for your staff.



CONDUCTING A FACILITY TOUR

- Welcome guests upon arrival.
- Provide safety equipment to tour guests.
- Show participants how your production line and equipment work.
- Let your visitors be active participants.
- Mention any prepared talking points during tour.
- Ask if participants have any questions throughout the tour.
- Have participants complete surveys.

STEP 3: FOLLOW-UP AFTER TOUR

SENDING SURVEYS

- Send links to post-event surveys.
- Thank your staff.
- Use social media to recap the tour and thank all those who attended.
- Continue to communicate with the guests and other companies after the tour.



FOLLOW-UP