



# MFG Day 2021 Host Toolkit

MFG Day helps show the reality of modern manufacturing careers by encouraging thousands of companies and educational institutions around the nation to open their doors to students, parents, teachers and community leaders. MFG Day empowers manufacturers to come together to address their collective challenges so they can help their communities and future generations thrive.

By holding an MFG Day event, you'll not only join thousands of other hosts in showcasing modern manufacturing jobs and technologies but also highlight the benefits that manufacturing provides to your community and nation.

## Safety Surrounding COVID-19

Due to COVID-19, MFG Day events may still look a little different in 2021 and we are excited to continue offering the option of hosting virtual events. We encourage all MFG Day hosts to use their discretion in planning and attending in-person events.

We're excited that many hosts plan to offer virtual events this year and have built additional tools to assist in the planning of virtual tours. We have also broadened MFG Day sponsorship options to include assistance for developing these virtual experiences.

**600,000** 

students reached in 2020, along with 132 million social media impressions.

## How to Get Involved



Determine Your Event Type



Register Your Event



Plan Your Event



Invite Your Community



Promote Your Event

# Event Formats

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## In Person Events

If your area is capable of hosting in-person events, the following are proven formats that continually draw interest, showcase present-day manufacturing in a positive light and promote positive engagement within communities.

### Plant Tours

Plant tours form the backbone of MFG Day. By opening doors to the community and showcasing operations, manufacturers can generate enthusiasm for their companies and the manufacturing industry, as well as provide methods for future involvement from their visitors.

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### Community Events & Expos

Celebrations are an easy way to kick off MFG Day and to show your support for the manufacturing community. Often organized and sponsored by local Chambers of Commerce, local manufacturing associations, or companies that maintain a significant book of business with manufacturers, celebrations are low lift events that could be as simple as hosting a breakfast or lunch in support of your local manufacturing community.

## Plant Tour Event Tips

- Model your MFG Day plant tour on your existing client walkthroughs and presentations.
- Invite local politicians and media to stress the importance of your company and the manufacturing industry to your region.
- Don't limit yourself to the shop floor. Introduce attendees to all aspects of running a manufacturing business: accounting, administration, customer service, engineering, estimating, information technology, logistics, purchasing, marketing, design, sales, etc.
- Include a brief equipment or product demonstration clear of any proprietary or confidential information.
- Don't forget to save time for a question-and-answer session.

## Community Event & Expo Tips

- Reach out to your neighbors in manufacturing to encourage them to get involved in MFG Day.
- Jointly approach important community partners, businesses, schools and political leaders to take part in your MFG Day event.
- Provide an opportunity for local political leaders to speak at your event.

## Educational Fairs

Community and technical colleges can be excellent venues for MFG Day events. Working with local manufacturers to plan career fair--style happenings can be a great way for high schools and technical colleges to inform their students about careers in manufacturing. You can also use these opportunities to share information about your company with a wider audience of students and parents.

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## Job Fairs

Job fairs are organized in dozens of cities by companies in the temporary placement industry. Often these will take place at a manufacturing employer, but they can also take place at the offices of the placement firm with several representative employers participating.

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## Celebrations

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## Educational Fair Tip

Within reason, participating manufacturers should bring examples of their work and provide demonstrations at educational fairs. Hands-on activities generate significant interest from those in attendance and are generally more likely to spark students' imaginations.





# Virtual Events

If hosting your community in person isn't possible this year, a virtual event is a great way to take part in MFG Day 2021. Consider hosting a virtual event and developing your own digital activities to share with students and youth organizations within your community. Or, if you're not comfortable developing a virtual event, partner with The Manufacturing Institute for a virtual experience as an MFG Day sponsor.

Read on to learn more about planning your virtual event!

## Partnering with MFG Day

Given the unique nature of this year's event and concerns regarding COVID-19, we are also providing the following sponsorship options for those who would like to partner with us to help create a compelling virtual event.



### Physical Toolkit

If you would like to host a virtual event but don't have the necessary equipment or expertise, we can mail you the physical resources you need to capture and share your event.



### 3D Mapping

We're also offering the option of 3D mapping your facility to create a truly engaging "choose your own adventure" experience. Using 3D scanning and a VR capturing system, we can create an interactive 3D model of your facility. This immersive experience can provide virtual attendees with interactive touchpoints linking to more information about different areas of your facility or business.

## Virtual Event Tips

During the past year, the world has become acclimated to the structure of online events, but there are still key steps you can take to ensure your event runs smoothly.

- Practice as much as possible. While many of us have had a quick lesson in online events, it is always best to test your equipment and software and develop a run of show with clear roles and responsibilities.
- Secure good lighting. Natural lighting is often not readily available on the shop floor, so make sure your subject is facing a substantial light source while presenting.
- Request a [physical toolkit](#) from The Manufacturing Institute to improve your presentation.
- If you intend to offer a question-and-answer session, make sure you have prepared a few questions you can ask "on behalf of the crowd" should your attendees be reticent to speak.

Regardless of what kind of event you choose, MFG Day is a great way to both shift perceptions about manufacturing with students and tie manufacturing careers to creativity and technology.

If you're interested in being a part of Creators Wanted and MFG Day, email [Creators@nam.org](mailto:Creators@nam.org) for more information.



# Register Your Event

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[CreatorsWanted.org](http://CreatorsWanted.org) is the online home for MFG Day. Here, you can register your event and download resources to help in the planning and execution of your event. By registering, you will be added to [CreatorsWanted.org](http://CreatorsWanted.org)'s searchable event listing and be promoted alongside the country's best events.

No event is too small to be included! Registration is quick and simple.

[Click here](#) to register your MFG Day event.

\*You will need to reregister if you have existing [MFGDay.com](http://MFGDay.com) credentials.



# Plan Your Event

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While we recommend two to six months for MFG Day event planning, your timeline will depend on the status of your existing relationships and existing content, your past experience with MFG Day and the degree of difficulty associated with your chosen venue or platform logistics.

While you should tailor your presentation to your unique skills and your workplace's unique features, we've found that the following three messages resonate with younger audiences:

- Modern manufacturing is creating the future, with creators rallying to respond to our nation's needs, making a huge difference in aiding the country during the world's response to COVID-19.
- America will always need Creators.
- Over the next decade, manufacturers will need to fill 4 million jobs.

## Planning should be focused on four key areas:

**Content:** Develop presentation topics, presenters, and event flow.

**Location and Presentation Techniques:** Examine venue and format logistics.

**Audience Engagement:** Leverage existing relationships with schools and youth organizations, as well as your regional association/MEP to make additional connections.

**Communications and Marketing:** Use your website, social media channels, marketing collateral, advertising and relationships with community members and elected officials to promote your event and engage your audience throughout the year.

When developing messaging for communications and marketing, consider strong and direct calls to action. Would you like your audience to confirm their interest in your event, participate in a survey, follow you on social media, apply to a summer camp or talk about manufacturing with their parents or guidance counselor? If you don't have a specific call to action, drive your audience to [CreatorsWanted.org](https://www.creatorswanted.org) for continually updated MFG Day content. MFG Day is more than just one day. Let's ensure that students are taking the next step and engaging with manufacturing throughout the year.

# Plan Your Virtual Event

There are several considerations in choosing your virtual meeting platform and content, including your budget, expected number of attendees and whether your speakers are in different locations. In addition, consider whether you would like to require registration to access the virtual event and how interactive you would like the event to be. If you're more focused on delivering information and content, you can use a platform that focuses on a single speaker view with simple Q&A features. For more interactive experiences, you may consider platforms that offer features like polling, live chats and virtual exhibit halls.

Your virtual event can involve streaming an in-person event online or hosting a fully virtual event. **Webinars** are an excellent option for primarily visual and auditory presentations, but also allow attendees to engage in Q&A or polling. Webinars also allow content to be shared while offering real-time discussion. This format is ideal for audiences under 200 people.

A **broadcast** turns a live event into more of a television program, with preproduced segments with speakers and panelists. It can be live, prerecorded or a combination of both.

You can show preproduced videos or create content specifically for your MFG Day event—like a video tour of your facility or interviews with employees on their work and career path. If your budget is limited, get creative! There may be b-roll footage that your marketing department can provide and compile into a compelling MFG Day video.



## We urge you to consider the following agenda items in your virtual event:

### Before the event:

Survey attendees before the engagement begins—either at registration or using an in-platform poll—to determine a baseline for subject matters you're trying to affect (like perception or awareness of manufacturing/your company).

### During the event:

- Include a welcome message from a member of your senior leadership team.
- Incorporate an overview of why the manufacturing industry is important to your area/economy.
- Describe at a high level what your company/facility does.
- Include a video tour of your company/facility (can be prerecorded).
- Work in interviews with employees and/or an employee panel (can be pre recorded).

### After the event:

Survey attendees again using the same questions administered before the event to determine a change in perception, opinion or knowledge in the subject matters you covered.





# Invite Your Community

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Once your agenda is set, consider who will be on the guest list. Connect with schools and youth organizations in your area to familiarize yourself with their plans this fall. Whether you're engaging your local schools, chamber of commerce or local elected officials, make sure to send an invitation explaining the event and what they will experience when you open your doors in person or virtually. A sample invitation is included in this toolkit.

## Audience Tips

- Download the MFG Day 2021 Branding and Social Media Toolkit to make sure you're using the most recent logos and social graphics.
- Engage local media and public officials by submitting an op-ed or letter to the editor about opportunities in modern manufacturing for students. Don't forget to mention your MFG Day event.
- In smaller markets, consider pitching a segment to your local news morning show about your MFG Day event.
- Invite public officials to your MFG Day event — they have platforms that can increase positive attention on careers within the industry.



# Event Day

Once MFG Day has arrived, run through your presentation one final time and double check all aspects of your technology solution if you're hosting a virtual event. During the event, have someone on your team capture photographs and video, and share stories on social media of creators who are passionate about their manufacturing careers (using the MFG Day 2021 Branding and Social Media Toolkit for guidance). In addition, encourage participants to share their experiences by using #MFGDay21.



## Keep MFG Day Going All Year Long

Hosting an MFG Day event is just the beginning! As a registered event host, here are some actions you can take immediately following your MFG Day event:

- Use the official MFG Day post-event survey to capture responses to your event as people leave or shortly thereafter. This resource is only available to officially registered event hosts and must be accessed through the host dashboard.
- Share your story with the MFG Day community on social media by tagging #MFGDay21 and #CreatorsWanted.
- Show everyone how you celebrated MFG Day by adding a gallery of images or video from your event to your social media channels and/or website.



[Twitter](#) [Facebook](#) [Instagram](#) @MfgDay [LinkedIn](#) @manufacturing-day [CreatorsWanted.org](#)

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[Click here to register your MFG Day event.](#)