

MFG DAY

HOST GUIDE

AMIP 



CONTENTS

Click on the contents below to easily navigate this guide.

| | |
|--|----------|
| Registering your Event | 2 |
| Event Requirements & Formats | 3 |
| Facility Tour: Best Practices | 4 |
| Connecting with a MFG Day Partner | 6 |
| Resonating with Students | 7 |
| Engaging Students on MFG Day | 7 |
| Make More than a Day Out of MFG Day | 8 |

Overview

Why it matters: MFG Day is crucial to solving the impending workforce crisis in the industry. Manufacturers will need to fill about 4 million jobs by 2030, but right now, more than half of those jobs are projected to be unfilled because of a lack of qualified talent or skills.

MFG Day is a celebration where you and your team get to show why your careers are among the most exciting anywhere — so have fun and showcase manufacturing’s cool factor!

Registering your Event

AMIP Registration

Registering your event with AMIP can be done through our MFG day page. Registration is free and can be accessed using the link or scanning the QR code below.

Link: [MFG Day Registration with AMIP](#)



NAM Registration

MFG Day is a national initiative that began in 2012 by the National Association of Manufacturers (NAM). Based on event registrations on the NAM website and industry partner feedback, the NAM creates and shares various resources to assist event hosts and their education partners in preparing and promoting a successful event.

AMIP strongly encourages your company to register your event through the NAM portal. Registration is free and can be accessed using the link or scanning the QR code below.

Do you have an account with NAM?

Link: [Register with NAM to create your event](#)



Link: [Login to NAM to create your event](#)



Event Requirements & Formats

What requirements does your event need to meet in order to be an official MFG Day event?

- Must be open to students, parents and/or educators
- Can take place any day of the year
- Must promote or advocate for manufacturing industry

Past events have ranged from open houses with tours to expos, job fairs and roundtable discussions—and often, companies team up with other manufacturers nearby to create a group event.

What types of events can I host?

- Manufacturing facility tour, innovation center or other site
- Other creative student-invite type of event at a manufacturing or manufacturing-supporting site (e.g., design office, software company)
- School event about manufacturing
- Manufacturing-related jobs fair
- Manufacturing-related career day event
- Manufacturing product expo or similar event
- Evening open house

Facility Tour: Best Practices

1. EMPHASIZE SAFETY.

It's extremely important to explain to guests proper safety measures such as walking along marked aisleways. Be prepared to provide guests with the proper safety equipment upon arrival: safety glasses, headsets, gloves, and anything else that might be necessary for a safe experience in your plant.

2. USE THE RIGHT SPOKESPERSON.

Finding the right person to give your plant tour is key to providing your visitors with a quality experience. You want to choose someone who will engage the audience, make the tour interesting, and also be able to answer any questions the visitors might have. Devote some time to making sure you find the right person and ensuring they are prepared.

3. ENSURE EFFECTIVE COMMUNICATION.

Allowing your tour guide to be heard, and ensuring that he or she can effectively communicate with the guests throughout the visit is perhaps the most important element of a plant tour.

4. SHOW OFF WHAT YOU DO.

Throughout the tour, don't be afraid to highlight what you and your team do exceptionally well. Take the time to explain innovations your plant has worked on and how you do things. This is a time when it's okay to tastefully brag about why your plant does things better and how you're at the leading edge of your field.

5. MAKE YOUR COMMENTARY ENGAGING AND ASK FOR QUESTIONS.

Good tour guides will explain machinery and processes to the visitors. Great tour guides will use examples and anecdotes to bring their machinery and processes to life. Think about ways you can incorporate relevant stories into your tour so that your audience stays engaged and interested. Show your visitors that your plant is more than just machinery



and assembly lines, and prove that it fosters a hard-working team and innovative technology.

6. GIVE ADVANCED WARNING TO YOUR EMPLOYEES

While the goal is to show visitors a regular day at the company, measures should still be taken to ensure everything goes smoothly. One such measure is telling employees an important tour is coming up and instructing them on what to do. For instance, tell them to be quieter or make more room for the group at a specific time. If someone wants any of their employees to talk to visitors and share their experiences, make sure to let them know on time. They ought to prepare themselves for the part they will play in the presentation.

7. INTRODUCE KEY TEAM MEMBERS/PROCESSES THROUGHOUT THE TOUR.

In addition to using anecdotes and stories to illustrate your tour, engage the team as much as possible throughout. Identify and introduce key players in the plant to your guests and explain their role. Doing this will add a personal, human touch to the plant tour experience and overall, will make it more memorable.

8. BE A GENEROUS HOST.

Anything you can do to make the tour experience more authentic, the better received the visit will be. Distribute product samples, look at prototypes, and if you can, offer some sort of souvenir bag that embodies what you manufacture.

Connecting with a MFG Day Partner

The key to a successful MFG Day event is knowing who your audience is and what they are interested in—and making sure your company can engage with them.

This can include partnering with:

- Local schools
- Local liaisons, workforce boards (WIBs) or chambers of commerce
- Community-based organizations like boys and girls clubs, the Girl Scouts
- After school programs like YMCA,
- STEM educational programs
- Robotics, Coding or Pre-Engineering Clubs
- ... and more!

AMIP is here to help

To get assistance in connecting to the right audience:

- Contact Sean Kelley - sean.kelley@advmfqip.org
- Fill out the [MFG Day Registration Form](#)

Resonating with Students

Be a storyteller

Students will resonate with your manufacturing company if you plan your presentations or talking points around the following:

- *How does your product impact their lives or the lives of others?*
- *What is your company's geographical reach?*
- *What is the history of your company?*
- *How have your processes changed or evolved since your company started?*
- *What other companies do you connect with/work with to create a final product?*
- *How does your company strive for sustainability today?*
- *What are the ways your company is working to be more sustainable in the future?*

Engaging Students on MFG Day

Share All Opportunities

There are opportunities for jobs in manufacturing beyond just factory work; engage the full manufacturing workforce: HR, IT, accounting, marketing, sales, engineering, or design. If students have a passion for something, it's highly likely there's a way to use those skills in manufacturing.

Hands-On Learning

Whenever possible, allow the students interactive opportunities throughout the day. The more they can see it, touch it, the more they'll remember it when it's time to select a career path. Manufacturers should make the experience as



interactive as possible. Some students are hands-on learners and you should look for ways to keep students engaged throughout the day.

Have Facts to Share

While students may be won over by hands-on learning, parents, teachers, and local leaders often want a little extra. Use NAM, the Manufacturing Institute and the National MFG Day site for facts relating to employees, wages and benefits, the industry's multiplier effect and more.

Make More than a Day Out of MFG Day

Survey Participants

You don't know what you don't know. Have surveys available at the end of the event and e-mail participants a follow-up asking what they thought. It'll provide ways to improve your event every year.

Make the Memories Last

Blog posts, photo galleries, news articles and videos all keep the experience alive and raise the excitement for next year. Plan for these ahead of time and appropriately release them in the days and weeks that follow.

Continue the Conversations

The talent challenge won't be solved overnight; it's a process and your MFG Day isn't the destination, it's one step on the journey to raising awareness. Keep the relationships you build alive, follow up with attendees and sprinkle in other community engagement events throughout the year.



[\[Return to Guide Navigation\]](#)

About AMIP

The Advanced Manufacturing Industry Partnership (AMIP) is the Greater Cincinnati regional collaborative of advanced manufacturing employers, educators and community agencies working together to ensure we have a robust pipeline of qualified workers.

As the southwest regional industry sector partner for the Ohio Manufacturing Association, it works to alleviate occupational shortages for the industry by creating and implementing an integrated process to link current and prospective employees with educational opportunities to meet the needs for skilled talent across southwest Ohio, northern Kentucky and southeast Indiana.

Advanced Manufacturing Industry Partnership (AMIP) operates as a 501(c)(3) nonprofit in southwest Ohio, northern Kentucky and southeast Indiana. For more information about AMIP, visit www.advmfgip.org.

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