



TOP 4 REASONS TO HOST A PLANT TOUR



BRING AWARENESS TO YOUR COMPANY BY PROMOTING WHAT YOU DO



BUILD YOUR FUTURE WORKFORCE - INSPIRE STUDENTS TO CONSIDER CAREERS IN MANUFACTURING



DEVELOP RELATIONSHIPS WITH SCHOOLS, EDUCATORS, AND GOVERNMENT REPRESENTATIVES IN YOUR AREA



HELP CHANGE THE PERCEPTION OF MANUFACTURING

CANADIAN MANUFACTURERS & EXPORTERS

Ontario Made's Toolkit to Hosting an Open-Doors Plant Tour

OVERVIEW

Join Canadian Manufacturers & Exporters (CME) this October as we celebrate Manufacturing Month - helping to raise the profile of our industry to youth, government, and the public.

There are so many innovative and exciting career options available in the manufacturing sector that many people (including youth) are unaware of. Hosting a plant tour event is a great way to open your doors to your local community and share your company's story.

TOUR TOPICS

Should focus on the importance of manufacturing:

- Why would working at your company be a great opportunity?
- What are your current challenges and how do you think youth can help?
- Feature specific skills required to work there - from entry level to specialized areas
- Feature anything that is being done "radically" different - what's Your Wow Factor?
- What are you doing to grow, innovate and remain competitive in today's global marketplace?

TIMING

Reserve approx. 2 hours

- Opening remarks: tell attendees a bit about your company and what they will see on the tour (15-30 mins)
- Tour throughout your facility (60 mins)
- Question & Answer Period (15-30 mins)

HELPING MANUFACTURERS GROW. TO PARTICIPATE, CONTACT:

OntarioMade@cme-mec.ca



A LOOK AHEAD: KEY STEPS TO KEEP IN MIND

1

PLANNING

2

PROMOTION

3

ORGANIZING THE TOUR

4

HOSTING YOUR EVENT

5

EVENT FOLLOW-UP

STEP 1: PLANNING

- Select a date and time to host your event (note: the tour could be hosted on an evening or weekend for youth/community groups to be able to attend)
- Determine the desired length of your event
- Create a registration link to invite potential attendees or determine if an email RSVP is all that is necessary
- Make your guest list: consider starting with local educators and guidance counsellors (who will bring their students), youth/community groups (such as local sports teams, Big Brothers Big Sisters of Canada, Girl Guides of Canada, etc.) local media, and elected officials
- Reach out to us: CME can help connect you with local media and your local MPP on your behalf
- Track and confirm RSVP's and follow up as necessary

STEP 2: PROMOTION

Let CME know that you're planning an event – we can help you spread the word!

- We will promote your event on our website (including a description of your company) and on social media

Send the invitation

- Explain who your company is and what you would like to showcase, how you're hosting a plant tour in October for Manufacturing Month, the date of the tour, and the length of the event

Gain additional exposure: write a press release or a blog and share this with local media

- Include messaging of why you're hosting this virtual event and how it's contributing to exposing the high-skilled, high-tech, and high-paying jobs in manufacturing
- Explain what the event will cover (such as the virtual tour of your facility and a Q&A session)
- Provide information on how to register

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OPENING REMARKS

- Welcome guests to the event
- Provide an overview of your company and what everyone can expect from the plant tour
- How did your company get started?
- What do you make?
- Who buys your products?

TARGETED MESSAGING TO STUDENT VISITORS

- Share what kinds of careers your company offers
- What are the pathways to these careers?
- Are there specific kinds of training or skills that stand out when hiring?

STEP 3: ORGANIZING THE PLANT TOUR

- Send an email to your employees informing them of the open door event
- Assign a photographer and choose and brief tour guides: decide who will lead the plant tour and provide them with a general script detailing important points to cover

Create the following assets

- Name badges for guests and staff
- Welcome sign
- Key takeaways such as a one-pager that highlights your company and your accomplishments
- Determine the required safety equipment (if any) and what machinery will be in operation
- Prepare a tour map/plan: identify stopping points and create an agenda with approximate timings

Craft your tour script

- Write an outline of what you hope to cover during the plant tour/who will be speaking
- Draft opening remarks
- Keep explanations simple – avoid using industry terms that a general audience wouldn't understand
- Include success stories: how your company has evolved and contributed to the community
- Leave time at the end for a Q&A session

Send a reminder email

- Remind guests about the plant tour one day before the event (include directions to your plant and a reminder about what time to arrive)



SUBMIT YOUR STORY/VIDEO

For an opportunity to be featured on CME/Ontario Made's website and social media channels, please send an email to OntarioMade@cme-mec.ca with any of the following:

Videos (YouTube links)

- Your products being manufactured
- Plant/facility tours ("behind the scenes")
- Any other clips that showcases your company and its manufacturing process or story

Stories

- A short paragraph about your manufacturing journey and why being in the manufacturing sector has been a viable/successful career
- Already have a published feature of yourself or a co-worker? Feel free to share the direct URL
- Please also include a photo of yourself or the individual being mentioned

STEP 4: HOSTING YOUR EVENT

- Put up a welcome sign
- Welcome guests on arrival and proceed either to the specified location for the discussion portion of the site visit or to the tour itself
- Provide safety equipment to tour guests, if applicable
- Deliver prepared opening remarks
- As you go through the tour of your plant – explain your facility's operations, and highlight your employees' responsibilities
- Show how your production line works: how machinery works, what different items are being put together, and what technologies are being used
- Take photos throughout that can be shared after the event

STEP 5: EVENT FOLLOW-UP

- Send a thank you email to all attendees for their participation
- Thank your own staff who participated
- Share a recap post on social media or on your website to celebrate your event
- Send the **Ontario Made team an email** with details about your open doors tour (including the number of attendees) – this allows us to track Ontario manufacturers' impact in the community and enters you in our draw to win a \$1,000 Ontario Made social media advertising credit to reach more consumers

QUESTIONS?
WE'RE HERE TO HELP:

OntarioMade@cme-mec.ca