



# MFG Day 2024 Host Toolkit

Celebrated annually on the first Friday in October, with events continuing throughout the month and beyond, MFG Day—Manufacturing Day—is a national grassroots movement that demonstrates the reality and future of modern manufacturing careers. Thousands of companies and educational institutions nationwide are invited to open their doors to students, parents, educators and community leaders. MFG Day, an initiative of the Manufacturing Institute—the workforce development and education affiliate of the National Association of Manufacturers—empowers manufacturers to come together and address their collective challenges and build excitement about manufacturing careers to help their communities and future generations thrive.







By hosting an MFG Day event, you will join thousands of other business leaders and educators in showcasing modern manufacturing jobs and technologies, highlighting the importance of manufacturing to your community, the U.S. economy and the world.

[MFGDay.com](https://www.mfgday.com) is the official online hub for these events. Here, you can register your event and find resources to make your event a success.



MFG Day 2023 produced more than **600** registered events, **93 million** social media impressions and **22** state proclamations.

## How to Get Involved

-  Determine Your Event Type
-  Connect With Local Partners
-  Register Your Event
-  Create A Plan
-  Invite Your Community
-  Get The Word Out



# Event Formats

## Plant Tours

Plant tours are the cornerstone of MFG Day and a most effective method for showcasing operations, generating enthusiasm and improving perceptions. Opening the doors and providing students, educators and the community a firsthand look at manufacturing processes, high-tech systems and equipment, clean and safe work environments and company culture allows attendees to visualize how their own interests and aptitudes may align with future careers in manufacturing.

## Community Events and Expos

Groups of local manufacturers can work together to expose students to a range of manufacturing operations and work environments available in a single community. Small groups within a single industrial park can pool resources and offer successive plant tours at each of their facilities. Manufacturers from within the same community can also come together in an expo format away from their shops, providing displays, hands-on activities, demonstrations, information booths, etc. These events can often be organized by community groups, such as the local chamber of commerce or manufacturing association.

## Plant Tour Event Tips

- Tailor the presentation and tour to your audience. Students may lose interest quickly during drawn-out, heavily detailed presentations and explanations. Keep it engaging and on level.
- Limit tour group sizes and use headsets in loud areas, if possible. This will help attendees feel more included and ensure they're not missing important information.
- Invite local officials and media to highlight the importance of your company and the manufacturing industry to your community.
- Involve as many employees in the event as you can. Every role is important. When they are enthusiastic about their work, it will be evident to your attendees—and may also aid in employee retention.
- Include all aspects of the manufacturing business in your tour: R&D, innovation, finance, engineering, EHS, IT, data science, legal, logistics, quality, production, maintenance, procurement, marketing, design, sales, public affairs, human resources and development, public relations, etc.
- Include a brief equipment or product demonstration clear of any proprietary or confidential information. Allow attendees to participate if it can be done safely.
- Create a hands-on activity or challenge for attendees to complete related to your business.
- Swag is always a hit! Students love free stuff, especially when it's useful. Consider MFG Day-branded t-shirts, bags, water bottles, stickers, pens, pencils, lip balm, etc.
- Save time for a question-and-answer session and allow students to speak directly with employees.

## Community Event and 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.
- Consider inviting local food trucks to provide meals for attendees.
- If field trips are difficult for schools to schedule, work together to set up an expo-style event at the school.

# 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 students about the many different pathways into manufacturing careers. You can also use these opportunities to share information about your company with a wider audience of students and parents.

## ✔ Educational Fair Tips

- Participating manufacturers should bring examples of their work and provide demonstrations at educational fairs.
- Education providers should provide tours of training areas and equipment across all manufacturing-related programs, including those that may not be so obvious to attendees, such as graphic design, IT, accounting, etc.
- Provide career maps to directly connect academic and training programs at the schools to specific careers in manufacturing.
- Have company employees volunteer in the academic/training department that aligns with their work. Ask them to discuss their own pathway into manufacturing and connect that department's academic content to real-life work examples.
- Include hands-on activities, scavenger hunts or other interactive opportunities to generate significant interest from those in attendance and to spark students' imaginations.



# Classroom Visits

Some manufacturers may have safety concerns or are unable to host students under a certain age at their facilities. Schools may also have difficulty scheduling field trips for students. In these instances, take manufacturing to them. Work with local schools to schedule a time that a group of diverse, relatable employees from a variety of positions can visit students in their classroom to share about modern manufacturing.

## ✔ Classroom Visit Tips

- Enlist employees to help create an activity relative to your business that will spark interest in students. Be mindful of the amount of time you'll have with students.
- Record a video tour or use high-quality images to show the inside of your facility.
- Offer to visit classrooms of all ages, but ensure activities and conversations are on level with the students.
- Ask guidance counselors or teachers if there are specific concepts that the students you'll be visiting are studying that you could help support with real-world examples or demonstrations, within reason.
- For young children, consider reading books that include manufacturing-related characters and concepts, or use activities that encourage them to use their creativity to work together in a team to solve a basic challenge.

## Company Family Day

MFG Day is a great opportunity to allow your employees to show their own children and other family members where they go to work every day and why their job is so important, all while demonstrating the realities of modern manufacturing for youth! A family day event allows you to celebrate and honor your current employees and allows them to share pride in their own work and what it provides for their family.

## Celebrations

Celebrations are an easy way to kick off MFG Day and show support for the manufacturing community. Often organized and sponsored by local chambers of commerce, regional manufacturing associations or companies that do business with manufacturers, these can be low-lift events as simple as hosting a breakfast or lunch in support of your local manufacturers. This could also include billboard ads, social posts or radio/ tv commercials demonstrating your support for MFG Day by highlighting and thanking your local manufacturers. Be sure to use the hashtag #mfgday24.

## ✔ Company Family Day Tips

- Host the event on your campus and include a facility tour, if possible.
- Highlight the important benefits that manufacturing provides to your community using examples that are easy for family members, including young children, to understand.
- Have each department create an interactive station for families to participate in together—demonstrating easy-to-understand concepts of the work each department is responsible for within the plant.



Regardless of the type of event you choose, MFG Day is a great way to both shift perceptions about manufacturing and tie industry careers to creativity, problem-solving, teamwork and technology.

# Register Your Event

The Manufacturing Institute provides a variety of resources and insights to help organizations plan and execute successful MFG Day events across the country. The MI also manages a nationwide database of events, but each separate event must be registered at [MFGDay.com](https://mfgday.com) to be included. Registration is free and open to all MFG Day event hosts.

By registering your MFG Day event at [MFGDay.com](https://mfgday.com), it will be added to the [MFG Day national map](#) and be included in a searchable list that is shared with state and federal government officials.

More importantly, when you register your event at [MFGDay.com](https://mfgday.com), you join thousands of other event hosts in the United States in:

- Raising nationwide awareness of manufacturing careers and positively shifting perceptions of students, educators, parents, influencers and community leaders;
- Demonstrating continuity within the industry to engage actively with local students and educators, creating long-term solutions to the skills gap;
- Spotlighting strength in numbers and the important role manufacturers play in their communities, states and the U.S.; and
- Highlighting the many community partnerships and grassroots efforts that are successful locally, while working toward a greater common goal.

**No event is too small to be included!**

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



Contact [mfgday@nam.org](mailto:mfgday@nam.org) for assistance with a batch upload if your organization is registering more than five separate events.

# Plan Your Event

While we recommend you begin planning your event about six months in advance, your timeline will depend on the status of your existing relationships and content, your 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 messages resonate with younger audiences:

- Modern manufacturing is creating the future, and creators positively impact their community and the world.
- Careers in modern manufacturing are well-paying, high-tech and highly skilled.
- Modern manufacturing careers encompass every interest and skillset—from science, research, design and development, to production and the trades, to marketing, logistics, sales and accounting. There is a place for everyone in manufacturing.
- America will always need creators.

## 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 your local schools, youth organizations, workforce board, regional and state associations and Manufacturing Extension Partnership 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 with 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 internship 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 content and stories. MFG Day is more than just one day—every day is MFG Day! Let's ensure that students are taking the next step and engaging with manufacturing throughout the year.

# ➤ Invite Your Community

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.

## Final Days Before the Event

Work with your team to ensure all aspects of your event are in order to prevent last-minute surprises.

- Send a “know before you go” email to attendees with any reminders for dress requirements, arrival times, address, agenda and any other pertinent information.
- Follow up with schools, vendors and external partners to confirm final details.
- Run through your presentation one final time, and double check all aspects of any technology you'll be using.
- Do a final walk-through of your event space to ensure all safety measures are in place and everything is in order.
- Have team members rehearse any activities or demonstrations they'll be leading, and provide tips for increasing engagement, if necessary.
- Place directional signs with the MFG Day logo where necessary so guests know where to park, enter, meet, etc.
- Remind all employees of the event. Even if they don't have a direct role, they still play an important part in creating a positive, welcoming environment for guests.

## ✔ Audience Tips

- Engage with schools in the spring to identify dates and times in the fall that may work better for them. This can be done before your event format and agenda are decided. Your event does not have to be on Oct. 4, 2024, to be considered an MFG Day event. Make the date work for both you and your audience.
- Visit the MFG Day 2024 Marketing Toolkit to make sure you're using the most recent logos and social graphics.
- Engage with 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

Kickoff MFG Day with an event team huddle to begin the day with positive energy and to settle any final questions or concerns before guests arrive.

- Have representatives stationed outside and at the entrance to provide directions and welcome guests.
- Conduct pre- and post-event surveys to demonstrate event effectiveness, capture constructive feedback and gather quotes that can be used in event social posts, articles and summaries.
- Designate a team member to capture photographs and video, especially of attendees actively engaged in activities with employees.
- Share stories on social media of creators who are passionate about their manufacturing careers, and ask employees to share their own story on social media using #MFGDay24.
- Allow students (if the school allows them to have phones) and other participants to take their own photos where there's no concern about proprietary information and post on their personal social media accounts about their event experience using #MFGDay24. Consider a special MFG Day backdrop or photobooth area.

## ✔ Keep MFG Day Going All Year Long

Hosting an MFG Day event is just the beginning! These are actions that you, as a registered event host, can take immediately following an MFG Day event:

- Use the official MFG Day post-event survey to capture responses to your event as people leave or shortly thereafter. The survey is available in the Resources section at MFGDay.com.
- Share your story with the MFG Day community on social media by tagging #MFGDay24 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.
- Maintain engagement with those who attended to continue building awareness and interest in your organization into the future.
- Work with local schools to identify volunteer opportunities for your employees to engage with students throughout the school year.
- Organize job shadowing days for students who attended your event to come back and spend a day with a specific employee to learn more about their job and the company.
- Create a high school internship or apprenticeship program to provide students with career-related training and work experience, while also building a talent pipeline for your organization and community.

