

MFG Day is a nationwide event that allows manufacturers across the country to open their doors to open more minds and show what manufacturing really is in the 21st century. By connecting with future generations and addressing common misconceptions about our industry, MFG Day is one step in filling our skilled labor shortage and ensuring the ongoing prosperity of the whole industry.

Last year, 275,000 people participated in nearly 3,000 MFG Day events across North America. This year, you can tell your story by opening your doors and hosting an event with students, parents, educators, media, community leaders and/or elected officials.

How to Organize an MFG Day Event

1. Set the Schedule, Make a Plan

You've decided to participate in MFG Day 2019—now what?

- ▶ Mark your calendar for October 4th
- ▶ Register your event on www.mfgday.com/user/register
- ▶ Announce the event to your employees

2. Build your agenda

Events are all unique to their hosts. Past events have included presentations, facility tours, roundtables, press conferences and much more. Decide how much time you have and what works best for you and your team.

3. Invite your audience

Once your agenda is set, it is time to start building out your guest list. Whether a school nearby, your chamber of commerce or local elected officials, send an invitation explaining the event and what they will experience as you open your doors. A sample invitation is included in this toolkit.

4. Prepare your message

Your story is unique, and you have the best voice to tell it. As you prepare for the kick-off on October 4th, here are some materials to consider:

- ▶ Background on your company
- ▶ Jobs/economic impact numbers
- ▶ Tour guides, student-centric information
- ▶ Company literature, association materials
- ▶ Download the Smart MFG app and comic book

5. Amplify the day

As everything is finalized, set a plan to expand the reach of your event. We suggest:

- ▶ Announcing the event through a media advisory (sample available in this toolkit)
- ▶ Using social media to get the word out
- ▶ Hiring a photographer for the day-of
- ▶ More media tips are available in our Host Media Kit

6. Execute the event

On the day of the event, make sure each of your team members knows their role. All details matter—from parking instructions to snacks. Here are a few tips for success:

- ▶ Stay on time and reference the agenda provided
- ▶ Keep your group engaged and include them in the conversation, tour, or demonstration
- ▶ Highlight employee stories
- ▶ Answer questions, take notes, and post photos on social media

7. Make it Last

After your successful event, make sure to follow-up to show your appreciation for all involved and to expand the reach of MFG Day.

- ▶ Send thank-you notes to all attendees (classes, elected officials, community leaders etc.)
- ▶ Thank your staff and all team members who made the day possible
- ▶ Follow-up with press
- ▶ Post photos on social media throughout the year

Questions on how to make your event a success? Contact Kimberly Schoelen kschoelen@kcma.org.

About The Manufacturing Institute

MFG Day is organized by The Manufacturing Institute—the education and workforce partner of the National Association of Manufacturers. The Institute drives programs and research to raise awareness, change perceptions about manufacturing and help students translate STEM skills learned in a classroom into fulfilling career opportunities in a growing industry. For more information, please visit

www.themanufacturinginstitute.org.