

MANUFACTURING DAY

WINDSOR-ESSEX

October 4th, 2013

Employer Resource Information

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MANUFACTURING DAY
is **OCTOBER 4, 2013.**

Join the Movement

Dear Employer,

Thank you for your interest in Manufacturing Day!

Manufacturing Day seeks to address common misperceptions about manufacturing by giving manufacturers an opportunity to open their doors and show what manufacturing is (technologically advanced, bright, clean, etc.) -and what it isn't (dark, dirty, dangerous, etc.). Manufacturing Day has been held in the United States for the past few years. In its first year, more than 240 events were held in manufacturing facilities in 37 states and more than 7,000 people participated.

With funding from the Ministry of Training, Colleges and Universities, Workforce WindsorEssex is excited to work with community partners and local employers to host the first Manufacturing Day in Windsor-Essex on October 4th 2013. The day will provide opportunities for local manufacturers to engage with youth and promote local employment opportunities. Manufacturing Day will feature tours of local manufacturing facilities as well as information sessions given by employers. Through bringing students, teachers, guidance counsellors and parents into facilities, it will give them a deeper understanding of the jobs, environment and workplace expectations in our local manufacturing sector.

This resource package will provide you with everything you need to get started in preparing for Windsor-Essex's Manufacturing Day.

Sincerely,

Workforce WindsorEssex

How to Participate

Let us do the hard work for you!

Simply fill out the short PDF application form with your employer information and submit it to Workforce WindsorEssex through email or fax. We will take that information and register your event on the official Manufacturing Day website (www.mfgday.com). We will then provide you with a username and password, and you will be able to access and edit your information at your convenience.

Steps to Participate:

1. Fill out registration form
2. Send to Workforce WindsorEssex by
Email: info@workforcewindsorsex.com
or
Fax: (519) 256-3100
3. Open the doors of your manufacturing facility or give a presentation on **October 4th, 2013.**

7 Ways to Make Your Manufacturing Open House a Success

1. Don't assume visitors know anything about manufacturing.

In planning a good tour—especially when the intended audience members are primarily people with no manufacturing background—you have to start by creating a story of your company that anyone could understand. How did your company get started? What do you make? Who buys your products? What do they do with them? Keep explanations simple and free of industry jargon. Think storytelling with illustrations rather than textbooks packed with pages of small print.

2. You can't show everything.

The quickest way to lose the interest of your visitors is to try to show every bit of minutiae. What are the best places in the plant to give an overview of the production process and highlight the work of your people and machinery? Pick a few stops that represent key stages in the production process and allow you to demonstrate the progress a product makes through the shop. Where will visitors get the best view? Can they hear you? Which of your team members are the most enthusiastic about their work and comfortable explaining what they do and why it is important to the process and the company? These considerations should guide you in planning the tour.

3. Create a display and offer hands-on experiences.

Of course you can't allow visitors to get up close and personal with your machinery, but you could create a display that illustrates what a product looks like in various stages of completion, where they could be allowed to pick up and hold something they've seen made. Maybe you even have something that one of your machines can make that they could take with them as a souvenir. (This doesn't mean one of your production parts or finished products!)

4. Clean up before your visitors arrive.

No clutter, everything in its place, floors swept clean, a path through the shop is easy to follow. Remember that part of the reason to invite visitors to Manufacturing Day events is to prove that manufacturing facilities are great places to work. First impressions count: What does your company look like as visitors approach from the parking lot? Let's dispel the myths that manufacturing is dark, dirty and dangerous. Make sure employees are dressed neat and clean on tour day and if they have a role to play in explaining things to your visitors, they should be wearing a name badge so that they can be addressed by name when there are questions.

5. Cater to student visitors.

Students are the workforce of the future. This is your opportunity to provide advice about the kinds of careers that your company offers, the type of training and educational coursework you seek when hiring employees. There is no better time to offer comments about opportunities available to dedicated workers with a professional attitude. If there are specific kinds of training or skills that you need and find it hard to hire for, let them know.

6. Put up a welcome sign.

This is important both literally and figuratively. Put a sign on the door, shake hands with visitors,

thank them for coming, and demonstrate your enthusiasm for the opportunity you have to share your company's information with them.

7. Send invitations.

Manufacturing Day is a national celebration of the 12 million talented men and women who work in the industry. Who could you invite to share this celebration with you? Here are some ideas:

- The families of your employees. If family events aren't a common occurrence at your company, this is a perfect day to invite families to come and see where their family member works and learn what they do. Maybe you could do a special event just for family members at the end of the workday.
- Your elected officials. Ever complain about the fact that your elected officials (local, state, federal) don't make good choices as related to manufacturing? Invite them to come to your plant and see for themselves. Remember: Most elected officials have never set foot inside a manufacturing facility, which means you can educate them!
- Potential customers. Give these folks a reason to want to do business with you. Invite them in on a day when they can see how great your organization is.
- Current customers. Make Manufacturing Day your customer appreciation day.
- Your business service providers. When was the last time you were visited by your banker, insurance agent or accountant?
- Media. Is there a local reporter who seems to have a serious interest in manufacturing? Invite them to visit your plant on Manufacturing Day. They are always looking for interesting stories to tell. Why not make it yours?
- Youth organizations. Are you active in, or do you know someone who is active in the Boy Scouts, Girl Scouts or a similar youth organization? Invite them to visit your company as a field trip. Better yet, invite a school group.

6 Tips for Sharing Your Company's Story

MFG DAY gives manufacturers the perfect opportunity to share their company's story with people outside the industry. The question is: What's the story and how can you make it memorable?

1. Know what you want to say and how you want to say it. No matter how long you've been with the company, it helps to plan ahead. Make notes about what you want to say—from key points to fun anecdotes. How you tell the story also matters. Stand up and speak up. When you look and sound proud, that's the positive image visitors will take away. Make eye contact and smile! A smile changes your voice and the listener's perceptions.

2. Start strong. Give them a reason to listen. Rather than starting your story with dry historical information such as, "ABC Company opened in 1922 and has operated out of three different locations," hook visitors right at the start with an interesting anecdote. Talk directly to them. For example, "If you've ever been young and in love, you'll be interested in how this company got started. Joe and Angela Johnson opened the doors back in 1922. He was 23, she was 19. They'd been married for two weeks and this was their American Dream . . ." If you're not sure what your "hook" is, ask yourself: How did your company get started? Who started it? What challenges have you overcome? What successes stand out? Is there something about your company that might surprise people?

3. Back up your stories with facts. Know your numbers. Anecdotes backed up by figures create a strong impression. If your company employs 200 talented people and the average employee has worked at the facility for 14 years, that tells people something. While visitors may not remember the numbers, they will remember what those numbers mean—that professionals who work at your company stay with your company.

4. Avoid jargon. Pretend that you're explaining plant operations to a six-year-old. Or your mother. What language would you use? Avoid industry terms and business lingo that others won't understand.

5. Show and tell. When you read a magazine or newspaper, photographs capture your eye. Think of your plant as a photograph for your story. Point out interesting equipment and/or interesting people. Perhaps there's a safety feature no one would notice, but it makes a huge difference. Perhaps there's a third-generation employee on the floor. Show visitors why your plant is special.

6. Give them a happy ending. It's important to give your visitors a chance to ask questions. However, people often hesitate to ask the first question. If no one raises a hand, take the lead: "I know one of the questions we're often asked is, How long does it take to produce . . . ?" Ask the question and answer it. And rather than ending on the Q&A session, tell another story. Reminding them of the original story is a great option. For example, "With the changes in manufacturing, we're looking for talented people who are skilled in mathematics and chemistry, so please send them our way! The vision the Johnsons had in 1922 remains our vision. We still consider this company our key to the American Dream!"

Employer Toolkit

Banners

Are you hoping to advertise Manufacturing Day on your website or in emails? Use this link to access banners that can help you spread the word!

www.mfgday.com/resources/banners

Social Media

If you or your company use social media, then you won't want to miss out on this playbook. Use this resource to fine tune your social media skills to ensure that you've covered all of your bases and are using your social media outlets to their full potential.

www.mfgday.com/resources/manufacturing-day-social-media-playbook

Helpful Websites

Manufacturing Day Official Website:

www.mfgday.com

Workforce WindsorEssex Website:

www.workforcewindsorsex.com