

# Manufacturing Day

Getting Your Company Involved



# What is Manufacturing Day?

- Started in 2012
- A day to open the manufacturing industry's doors to the public
- Previously a joint effort between the NAM, FMA, Manufacturing Institute, MEP
- NAM now lead producer
- Aim to close employee skills gap
- Grown dramatically – 237 events in 2012 to nearly 3000 events in 2016

# When is Manufacturing Day?

- Officially, Manufacturing Day is Friday, October 6
- Can technically be any day of the year
- Most impactful if event is during the month of October



# Why Get Involved?

MFG Day is making a difference

- Activities/tours were engaging – 90%
- More aware of manufacturing jobs in my community – 89%
- More convinced manufacturing provides careers that are interesting/rewarding – 84%
- More motivated to pursue a career in manufacturing – 64%
- More likely to tell friends, family, parents or colleagues about manufacturing – 71%
- Manufacturing hosts that would likely host again – 86%
- Manufacturing hosts that saw value in participating – 89%

# How do Companies Participate?

- Plant Tour – public, school group, policy-makers
- Open House
- Job Fair
- Presentations to students



# Focusing on Audience

- Students
  - Potential Employees
  - Policymakers
  - General Public
- 
- Tailor event to meet a need, what can you get out of MFG Day?

# Student Focus

- Connect w/local school – ANY local school
- Look beyond typical manufacturing jobs
- Your site: plant tour, interact w/employees, large presentation: history and future, place in the community, your products, Q&A, etc.
- At a school: presentation, bring experts, Q&A, participate in career day/fair



# Potential Employee Focus

- Open house
- See the work being done
- Speak w/current employees and managers
- Participate in local job fair/expo



# Policymaker Focus

- Local, state, or federal focus
- Plant Tour
- Coach employees/managers
- Include management
- Consider and discuss media presence
- End with open dialogue, opportunity for questions

# General Public Focus

- Open house
- Plant Tour
- Picnic in parking lot
- Chance to celebrate milestone
- Show place in the community
- Show off employees and product
- Opportunity for media and press involvement



# Mix & Match

- Not one or the other
- Can be a combination
- Policymaker integration easy
- On-site career/job fair hits students AND potential employees

# Overcoming Trouble Areas

- Age, liability and company secrets
- Restrict certain areas
- Make clear safety conditions/requirements
- Re-think audience



# Registering Your Event

- Done on the MFG Day website — [mfgday.com](http://mfgday.com)
- Can be registered as public or private
- Drive participation: schools, job-seekers, public at large, policymakers
- Drive awareness: media
- MFG Day promo emails will stop

# Resources

- Promoting to membership – NAM can help
- For your membership – [mfgday.com](http://mfgday.com) resource library
  - Plant tour guide
  - Sample press releases
  - Planning checklist
  - Graphics, posters, info-graphics, logos
  - Planning guide/checklist
  - Media kit/media guide
  - Social media guide
  - Open house guide



# Manufacturing Day Contact

- Any and all questions, concerns, additional information, etc.

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# Questions?