

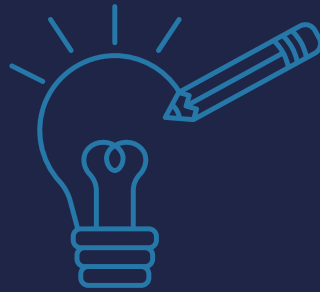
# TOUR HOST TOOL KIT

A GUIDE TO A **SUCCESSFUL TOUR**

Thank you in advance for your interest in hosting a tour! This is your opportunity to...



Showcase what is being  
made in our communities



Tell your story & inspire the  
next generation of talent



Break down industry stereotypes  
& dispel outdated myths

This event is designed to introduce high school students to the exciting world of modern manufacturing through immersive, onsite experiences. In 2024, more than 600 students from 19 local schools participated in this engaging event to explore real-world opportunities available right here in South Central Minnesota. Opening your doors to high school students is a powerful way to showcase the exciting career paths in manufacturing and connect directly with your future talent pipeline.



## 2024 South Central Tour Metrics



## STEPS TO SUCCESS

Thank you for opening your doors to students during the South Central Tour of Manufacturing. By showcasing advanced manufacturing, you are helping inspire the next generation of manufacturing talent.

To help you create a memorable and successful local event, we've created this checklist of best practices:

### Step 1: Registration

- Submit marketing materials and other tour details to the planning team.

### Step 3: Organizing

- Coordinate with your staff
- Carefully choose tour guides
- Designate a greeter
- Plan tour route in your facility and create talking points

### Step 5: Hosting

- Welcome students and educators
- Provide PPE and review safety rules
- Showcase your facility
- Mention career opportunities, job titles and/or departments
- Ask for questions throughout the tour
- Provide handouts, brochures, etc...

### Step 2: Promotion


- Boost visibility by engaging on social media platforms
- Create fliers, handouts, or brochures for students or educators

### Step 4: Preparation

- Post signs for parking, entrances, sign-ins, bathrooms, etc...
- Create name badges for staff
- Ensure required PPE is accessible

## QUESTIONS?

Reach out to the planning team:

-  [tourofmanufacturing@gmail.com](mailto:tourofmanufacturing@gmail.com)
-  507-995-4271

# Welcome to the



## Tour of Manufacturing

of South Central Minnesota

Learn more and see the magazine at:

[www.tourofmanufacturing.com](http://www.tourofmanufacturing.com)

