

Manufacturers Tour Guide



VIRTUAL TOUR GUIDE

Participate in the Minnesota Statewide Tour of Manufacturing by offering virtual tours! Here are some options that might just work for you.

IDEAS FOR A VIRTUAL TOUR

Live Tour

- Host a live tour using a video conference platform such as Microsoft Teams, Skype, or Zoom, or a social media provider such as Facebook Live. Provide an introduction to your company.
- Conduct a tour of your facility using a phone, tablet, or camera that can stream live video, to show the tour participants what working at your company is like.
- Allow students to ask questions about your company.

Combination Live and Pre-recorded Content

- Host a live tour using a video conference platform such as Microsoft Teams, Skype, or Zoom, or a social media provider such as Facebook Live. Provide an introduction to your company.
- Provide pre-recorded content such as videos, pictures, or a slide show of your facility.
- Allow students to ask questions about your company.

Pre-recorded Tour

- Provide a pre-recorded video of an introduction to your company, your facility, and interviews with some employees who perform various jobs within the company.

Appointment-only Tour (Live or Virtual)

- Control the number of people attending a tour and the time of day that is best for the facility. This will allow you to customize the experience based on the interests and expectations of your guests.

TIPS

- Tours are a great way to get people interested in a career in manufacturing. Stress the importance of your business to the economy. Use employee interviews if possible.
- Use a platform (Teams, Zoom, Facebook, YouTube, or others) that you are used to. Make sure to test your live stream tours beforehand to ensure you have adequate signal in your facility.
- Provide a brief introduction to your company. Talk about what the company produces, how it got started, and what kind of jobs you have.
- If you already have videos produced, include them with the tour. You can list links to your website and videos when registering your tour.
- Register all of your tours at mnmfg.org/statewidetour. Include any virtual or in-person tours.
- Tour guests will likely have questions. Be prepared to answer the questions as best as you can. Provide links to your website for resources.

AFTER THE TOUR

- Follow-up with a thank you to the students and teacher(s) for participating.
- Survey your employees who participated in the virtual tour to obtain their feedback, noting what went well and what could be done to improve the next tour.
- Use the Minnesota Manufactured™ Adopt-A-School Guide to keep engaging with schools after the tour. (Available at mnmfg.org/manufacturers)

DEEPEN STUDENT ENGAGEMENT

- Explain the vision and mission of your company.
- Help them understand why what your company makes matters.
- Highlight salary and career opportunities.
- Have employees share why they like working for your company.
- Explain the social impact of your company.



MINNESOTA STATE
Advanced Manufacturing Center of Excellence

Minnesota Manufactured™ is an initiative of the Minnesota State Advanced Manufacturing Center of Excellence.

Since 2011, the Statewide Tour has reached



35,074
K-12 Students
Attended A Tour



306
Schools
Participated



1,326
Educators
Attended a Tour



1,526
Employers
Participated



2,356
Manufacturing
Tours



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