

MANUFACTURER CHECKLIST

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. Provide an introduction to your company.
 - Conduct a tour of your facility using a phone, tablet, or camera can stream live video to show the tour participants what working in your company is like.
 - Allow students to ask questions about your company.
- Combination Live and Prerecorded Content**
 - Host a live tour using a video conference platform such as Microsoft Teams, Skype, or Zoom. Provide an introduction to your company.
 - Provide prerecorded content such as videos, pictures, or a slide show of your facility.
 - Allow students to ask questions about your company.
- Prerecorded Tour**
 - Provide a prerecorded 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, Skype, Facebook, YouTube, or others) that you are used to. Make sure to test your live stream tours before hand 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, why not 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/host-a-tour. 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.



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