

MFG

DAY



MANUFACTURING  
Institute



# DAY

## October 6, 2023

### Planning Your Event

Jen White | Director, Student Engagement | May 11, 2023

#MFGDay23

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



# Agenda



**Jen White**

Director,  
Student Engagement  
Manufacturing Institute

A recording of this webinar will be posted to <https://www.mfgday.com/resources/>

- Welcome and MFG Day Overview
- Key Considerations for Event Planning
- Identifying Your Primary Audience
- Types of Events
- Content to Include
- Identifying Your Event Team and Key Partners
- Registering Your Event
- MFG Day Resources
- Questions and Next Steps



# MFG Day Overview and Impact

MFG Day is manufacturing's biggest annual opportunity to inspire the next generation, positively shift perceptions about our industry, and build the foundation for the manufacturing workforce of the future.

**Goal:** To increase **nationwide** awareness and show the realities of modern manufacturing and to inspire the next generation of manufacturers.

- Showcase the diverse career opportunities in manufacturing industry, often in our own backyard
- Demonstrate that the manufacturing is cool, high-tech, sustainable, safe, essential and EVERYWHERE!
- Manufacturing careers offer high pay, professional growth, and the ability to impact the world around us
- MFG Day empowers manufacturers to come together and address the collective challenges to help our communities and future generations thrive.



# Quick Reminders for 2023



- [MFGDay.com](https://www.MFGDay.com)
- Register your event(s)
- Leverage the relevant hashtags: **#MFGDay23** and **#CreatorsWanted**
- Update your materials with the latest **MFG Day logo**



# Sample MFG Day Timeline

- April - May:** Internal kickoff, identify goals, key roles, and timeline.
- April - June:** Determine audience, connect with schools, finalize date, register your event(s)
- May - August:** Finalize event logistics/location, develop activities
- July:** Plan for data collection and a “call to action”
- August:** Plan social media, PR, marketing collateral, save the date fliers for schools/youth organizations, public stakeholders
- September:** Confirm attendees, finalize materials



# Key Considerations for Event Planning

- What are your goals for MFG Day 2023?
- What is your event budget?
- How successful were any past events?
- What facilities/technologies best highlight the future of your work?
- What processes/careers do you want to highlight?
- How do your audience and event fit together?
- When will you host your event(s)?

# Identifying Your Primary Audience

- What are your future workforce needs?
  - What is your aspirational workforce representation?
  - Can you reach multiple audiences with multiple events?
  - How will you reach your audience?
- Elementary
  - Middle School
  - High School
  - Recent Graduates
  - College/Tech Programs
  - Influential Adults
  - Career Changers
  - Current Employees



# Types of Events

## In-Person

- Facility Tour – Open House
- Community Event
- Educational Fair
- Community Celebration
- Career Fair – Hiring event
- Manufacturing Expo
- Company Family Day
- Challenge/Competition
- Parents Night
- Classroom/School Visits
- Career Day

## Virtual

- Digital Activities
- Virtual Tours
- Demonstrations
- Simulations
- Presentations
- Live stream

[Home](#)[Find an Event](#)[Host an Event](#)[Resources](#)[Get Involved](#)

## Check Out Last Year's Event



# Content to Include

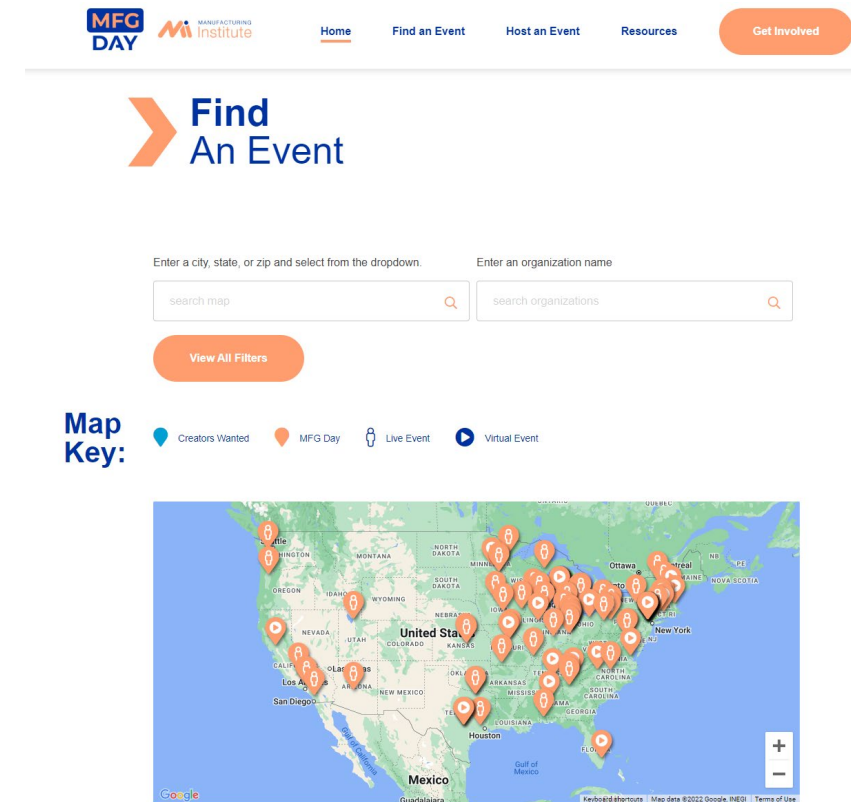
- Entry & exit survey/poll question (measure of impact)
- Welcome message from senior leadership
- Overview of importance of MFG industry in your area/economy
- What your company does in simple terms
- Technology/equipment that may excite young minds
- Experiments, demonstrations, simulations, hands-on activities
- In-person or video tour of facilities (can be pre-recorded)
- Employee interviews/panel
- Opportunity for open discussion/engagement
- Swag is always popular!

# Building Your Event Team & Key Partners

- Which team roles do you need to fill?
- Is your event internal only, or will you be partnering with other organizations and/or companies?
- Include employees that your audience will identify with
- Include employees from different career fields with differing perspectives
- Do you have any relationships/partnerships already in place?
- Include an educator or someone who works closely with your target audience

# Register Your Event(s)

- Shareable link
- Searchable event list
- Increase attendance
- Raise nationwide awareness
- Demonstrate continuity
- Advocacy
- Community impact



The screenshot shows the 'Find An Event' page on the MFG Day website. At the top, there are navigation links for 'Home', 'Find an Event', 'Host an Event', and 'Resources', along with a 'Get Involved' button. Below the navigation is a large orange arrow pointing right with the text 'Find An Event'. Underneath, there are two search input fields: 'Enter a city, state, or zip and select from the dropdown' and 'Enter an organization name'. Below these fields is a 'View All Filters' button. A 'Map Key' section shows four categories: 'Creators Wanted' (blue pin), 'MFG Day' (orange pin), 'Live Event' (white pin with person icon), and 'Virtual Event' (blue pin with person icon). The main map displays the United States with numerous orange pins indicating MFG Day events across various states.

You **do not** have to be a member of NAM nor a sponsor of MFG Day to participate – all are welcome and registration is free!

# MFG Day Resources

- Webinar Recordings
- Host Toolkit
- Marketing Toolkit
- Action Partner Toolkit
- Government Official Toolkit
- Educator Toolkit
- Merch Store

## MFG Day Resources

### MFG Day Webinars

These webinars provide valuable information to help manufacturers and partner organizations plan and prepare for...

[Read More](#)



### MFG Day Host Toolkit – COMING SOON!!

By hosting an MFG Day event, you will not only join thousands of other hosts...

[Read More](#)



### MFG Day Marketing Toolkit

MFG Day, organized nationally by the Manufacturing Institute, is manufacturing's



# Resources and Sponsorship

## MFG Day Resources

[MFGDay.com](http://MFGDay.com)

Planning resources, toolkits, recordings, event registration, and national event map

[TheManufacturingInstitute.org/events](http://TheManufacturingInstitute.org/events)

Register for MFG Day webinars and schedule for office hours

## Sponsoring MFG Day

- Supporting Communications, HR, CSR, PR Objectives
- Positive Brand Association
- Targeted Visibility
- May be 100% Tax Deductible
- In-person Tours: production assistance, nationwide exposure, amplification
- **Webinar: Thursday, May 25, 2:00 pm EDT**



Have a great



DAY

October 6, 2023

## Questions?

Sign up for our [MFG Day Office Hours](#)  
Next: Tuesday, May 16, 12:00-2:00 pm EDT

Join upcoming MFG Day Webinars

Next: Thursday, May 25, 2:00 EDT  
[MFG Day 2023: Sponsorship Opportunities](#)

Then: Wednesday, June 15, 2:00 EDT  
[MFG Day 2023: Making the Most of Your Event](#)

A recording of this webinar will be made available on  
MFGDay.com and sent in a follow up email.



# Breakout Rooms

- Room 1 – Hands-on activities
- Room 2 – Working with partners
- Room 3 – Starting from scratch





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