

MFG Day 2019 – Amplify Your Event

There are countless ways to engage your local community around MFG Day. You can use traditional and social media to amplify your event and reach event more people! Below are media tips to help make your day a success.

Invite media to attend

- ▶ We encourage you to invite local media to attend your event!
- ▶ This a great way to generate positive publicity for your company and MFG Day.
- ▶ You can invite reporters from local newspapers, magazines, television stations and radio stations in your area.

Announce the event through a media advisory

- ▶ A short media advisory is a great way to get your event on local media's radar.
- ▶ We recommend distributing the alert approximately one week prior to the event to entice media to attend and/or cover the event.
- ▶ A sample media advisory is available for download [here](#).

Send a press release around the event

- ▶ You can send a press release to highlight what your company showcased during MFG Day and who attended (students, teachers, local elected officials etc.)
- ▶ You can send this when the event concludes or the day after with pictures from the event.
- ▶ A sample press release is available for download [here](#).

Use social media to amplify your event even more

- ▶ Post status updates on your organization's social media pages, inviting the local community to register and attend your event.
- ▶ For all your social media posts include the official #MFGDay19 hashtag.
- ▶ Be sure to visit our channels and follow us so we can give your events some cross-promotion publicity via social media!
- ❑ Twitter: [@MFGDay](#)
- ❑ Facebook: [@MFGDay](#)
- ❑ LinkedIn: [Manufacturing Day](#)