



In-Site Tour Planning Guide

Purpose: To enable like-minded manufacturers to discuss challenges, form alliances, share best practices, and expand their networks.

What: An informal opportunity to tour regional manufacturing plants, learn about the specialties in other facilities, and to speak candidly with fellow manufacturers.

How: Host companies will be selected based on the following criteria

- Company's ability to safely host a tour consisting of XX number of people (this may require a pre-tour walk through by organizing committee members).
- Company's commitment to supporting and growing the regional manufacturing community.
- Company's willingness to identify a particular focus area that they would be willing to share with tour guests. Such theme must be determined to be topical and beneficial to regional manufacturers by the organizing committee members. It would be the intention that the themed focus group be shared by the In-Site tour host in a way that it can be replicated by other manufacturers to improve the performance of their own companies (this may require a pre-tour walk through by organizing committee members).
- Hosts may use this tour as an opportunity to promote their product and/or solicit supply chain partners.
- The host facility will have the space and create time in the agenda for networking opportunities amongst the attendees.

When: In-site tours should be held monthly at a time determined to be "ideal" for those targeted to participate in the program.

How: A programs committee or organizing committee should be formed to plan these tours. Ideally, six months' worth of tours would be planned at one time allowing ample time for marketing. The organizing committee should follow the prepared Tour Checklist as well as share the Tour Checklist to the host to assure smooth coordination and event execution.

CHECKLIST FOR IN-SITE TOURS

For the NoCo Manufacturing Partnership Organizing Group

SETTING UP THE TOUR

- Based on best practice focus area, select host facility
- Identify contact at host facility
- Provide host facility contact In-site tour check list
- Set date and time for In-Site Tour
- Maximum number of guest allowed determined
- Set pre-meeting/pre-tour between host and organizing committee
- Share past tour examples and All Manufacturers Meeting feedback with host facility to assist in identifying an appropriate theme
- Determine topic theme for In-Site Tour
- Post In-Site Tour on website and include the topic theme for the tour
- Publicize event through newsletter, e-mails and phone calls
- Setup event RSVP collection and ask attendees to indicate if they need special accommodations
- Track and Confirm RSVPs
- Create name badges for guests

THE DAY OF THE IN-SITE TOUR

- Confirm that host has a table for name badges
- Confirm that host has proper safety equipment available for all guests
- Provide camera or tablet for broadcasting In-Site tour if applicable
- Have camera and volunteer available to take pictures, provided Host facilities allows pictures
- Determine who will introduce Host before starting the Tour
- Post on social media
- Set up networking area (and refreshments if provided)
- Plan for collecting attendee feedback following tour

AFTER THE TOUR

- Send thank you notes to host and key employees from host facility
- Post pictures on website(s)
- Send e-mail to attendees thanking them for their attendance, evaluating what other topics may be of interest to attend additional tours, and inviting them to the next

tour



Share feedback with host facility contact and organizing committee

CHECKLIST FOR IN-SITE TOURS

For the Host Facility



Select one person as the point of contact



Coordinate length of tour with In-Site Tour planning team



Prepare a message from the CEO to all employees notifying them of the tour and its purpose.



Put together internal planning group if necessary



Establish parking area for guests and a welcome area prior to the start of the tour



Determine and obtain proper safety equipment for each guest



Coordinate with In-Site Tour planning team if any attendees require special accommodations



Indicate if there are any special requirement for tour attendees (Clothing, shoes, citizenship, no photography, etc.)



Determine tour route



Determine subject matter expert(s) to present themed presentation



Determine any product displays or literature you wish to provide guests



Determine what machinery can or cannot be in operation during a safe tour



Determine who will welcome guests



Brief employees along tour routes to they can be prepared for any questions form guests



Prepare networking space



Consider offering refreshments