

Ontario Made – Toolkit to Hosting a Virtual Open-Doors Plant Tour

It's time to inspire the next generation...

and showcase the plethora of innovative and exciting career options available in the manufacturing sector! Hosting a virtual plant tour event is a great way to open your doors to students, parents, teachers, and your community at large.

Top 5 Reasons to Host a Virtual Plant Tour

1. Bring awareness to your company by promoting what you do
2. Inspire students to consider careers in manufacturing
3. Develop relationships with schools and educators in your area
4. Highlight the variety of career paths in manufacturing
5. Provide an insider's view to your modern manufacturing facility and processes to help change the perception of manufacturing

Step 1: The Planning Process

- Select a date to host your virtual event
- Determine the virtual conference platform (such as Zoom or Microsoft Teams) you'll be hosting the event on
- Create a registration link to invite potential attendees
- Make your guest list: invite your local schools, educators, students, and community members to participate

Step 2: Promotion

- Announce your virtual event by sending an email announcement to your contact list
- Gain additional exposure: write a press release or blog and share this with local media
 - Include messaging of why you're hosting this virtual event and how it's contributing to exposing the high-skilled, high-tech, and high-paying jobs in manufacturing
 - Explain what the event will cover (such as the virtual tour of your facility and a Q&A session)
 - Provide a registration link
 - Make sure to let people know that it's free to participate
- Share the event details on all your social media platforms

Step 3: Event Dry Run

- Once you decide what virtual platform you will be using, test your virtual event link
- Send the registration link to a colleague to make sure they can join successfully
- Turn on your camera to see how your background looks
 - If you have a company poster or another printed promo item, you may want to put this behind you

Step 4: Hosting Your Event

- Setting the stage – in your introduction, be sure to explain:
 - Your role at your manufacturing company
 - What your company does and how your products are used
 - Why you're passionate about manufacturing
- The tour itself
 - Play pre-recorded videos
 - Involve other members of your team to go live as a panelist and speak to their role and their path to joining the manufacturing industry
- Q&A
 - Be sure to leave time at the end for attendees to ask questions to the presenters

Step 5: Event Follow-up

- Send a thank you email to all attendees for their participation
 - Include a survey link (using tools such as Google Form) to receive feedback
 - Questions could include:
 - How did they hear about your event?
 - Are they a student, educator, parent, or community member?
 - Their level of satisfaction attending the virtual event
 - Any suggestions they have to improve future virtual events
- Share a recap post on social media or on your website to celebrate your event
- **Send the Ontario Made team an email with your virtual plant tour video and the number of attendees at your virtual event – this will enter you in our draw to win a \$1,000 Ontario Made social media advertising credit.**

Questions?

If you have any questions on hosting a virtual plant tour, we're here to help!
Please contact our team via email at OntarioMade@cme-mec.ca.