

This toolkit is designed to help guide your MFG Day event planning.

2019

MANUFACTURING DAY

HOST TOOLKIT



PLASTICS

INDUSTRY ASSOCIATION

BETTER INDUSTRY. BETTER WORLD.

**MFG
DAY**

ABOUT MFG DAY



[Manufacturing Day \(MFG Day\) 2019](#) – an annual celebration of modern manufacturing – is Friday, October 4 this year and will allow you to provide hands-on experiences to future talent, drive interest in manufacturing careers and dispel misconceptions about our industry.

PLASTICS has sponsored MFG Day for seven consecutive years. Our goal is to increase visibility and interest in manufacturing, with a specific focus on helping our members showcase how innovative and exciting careers in plastics manufacturing can be.

We're here to help and have resources – like [This Is Plastics](#), our industry's resource to inspire meaningful discussions about the power of plastics – that can help you plan an effective MFG Day event.

This toolkit is designed to help guide your event planning and promotion with everything from sample press releases to drafted social media posts and key information from [This Is Plastics](#).

Enjoy, and happy hosting!

SAMPLE PRESS RELEASE

[Contact Name]:
[Phone Number]:
[Email address]:

FOR IMMEDIATE RELEASE
[Insert Date]

[Insert Company Name] Celebrates Manufacturing Day 2019
Plastics Company Works to Inspire the Next Generation of Manufacturers

[Insert Facility City/Town and State (i.e. Baltimore, MD.)] – [Your Company Name] is hosting a(n) [event type] for [Manufacturing Day 2019 \(MFG Day\)](#) on [date]. MFG Day is a nationwide annual event in which the public – and specifically students – have the opportunity to visit local manufacturing facilities to celebrate modern manufacturing and inspire the next generation of workers to consider a job in the field.

[Offer a description of your planned event. If applicable, include the number of expected attendees (including specific schools/legislators) and activities you have scheduled.]

[Insert quote from a company official about participation in MFG Day and the importance of inviting people into facilities to show them what plastics manufacturing is all about.]

Reports show that hosting a MFG Day event, like the one hosted by [your company's name], is an effective way to develop positive perceptions of manufacturing among young people. Of the students surveyed after the 2016 event, 84 percent said they “were more convinced that manufacturing provided careers that were interesting and rewarding” and 64 percent “were more motivated to pursue a career in manufacturing,” according to a [Deloitte study](#).

Plastics manufacturing in particular is a major contributor to the economy and workforce in the United States. [According to 2018 Size and Impact Report](#) data from the [Plastics Industry Association \(PLASTICS\)](#), plastics is one of the largest manufacturing industries in the United States. More than 1.81 million jobs are dependent on plastics manufacturing and the industry supports 989,000 workers domestically.

For more information about the plastics industry, [click here](#). And, keep up with the conversation about MFG Day in the plastics industry by following [insert company's official handle] and [@PLASTICS_US](#) on Twitter.

<Insert Company's Boilerplate>

SAMPLE MEDIA ADVISORY

A media advisory is different than a press release. A media advisory is used to invite reporters to cover an event. The purpose of a media advisory is to make an event sound newsworthy and to make the details of the event easy for reporters to understand. It is recommended to send out the media advisory a week prior to the event and again one or two days prior to the event.

Example media advisory:

MEDIA ADVISORY

[INSERT NAME OF COMPANY] Hosts Next Generation of Skilled Workers During Manufacturing Day 2019

[INSERT LOCATION- City, State] – Join [INSERT NAME OF COMPANY HERE] on [INSERT DATE OF EVENT HERE] as we host students and educators at our Manufacturing Day event, a day dedicated to our team reaching out to the next generation of manufacturers in our community.

WHO: [INSERT NAME OF COMPANY HERE]
- [INSERT TEAM MEMBER NAME]

WHAT: Manufacturing Day 2019

WHEN: [INSERT DATE AND TIME OF EVENT HERE]

WHERE: [INSERT LOCATION OF THE EVENT AND HOW TO REGISTER]

For additional questions please contact [INSERT TEAM MEMBER NAME, EMAIL ADDRESS, and PHONE NUMBER].

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[INSERT YOUR BOILERPLATE ALSO KNOWN AS YOUR "ABOUT US" LANGUAGE HERE, SIMILAR TO ONE THAT IS INCLUDED ON PRESS RELEASES.]

SAMPLE LETTER TO OFFICIAL

Use Company Letterhead

<Insert Date>

The Honorable <Insert Name of Official>

<Insert Address>

<City, State, Zip>

Dear Representative/Senator <Insert Name>,

On behalf of [insert company name], I would like to invite you to visit our facility in [insert city/state] during our Manufacturing Day event(s) on [insert date].

Manufacturing Day is a nationwide annual event where manufacturing companies, like ours, open their doors to the public to celebrate modern manufacturing and inspire the next generation of manufacturers. This would be a great opportunity for you to see our facility and experience firsthand the impact plastics manufacturing has on our community.

Plastics manufacturing is a major contributor to the health of our nation's economy. According to [2018 Size and Impact Report](#) data from the [Plastics Industry Association \(PLASTICS\)](#), plastics is one of the largest manufacturing industries in the United States. More than 1.81 million jobs are dependent on plastics manufacturing and the industry supports 989,000 workers domestically.

By way of background, [insert company name] is a [insert what company manufactures/ does]. We are an integral part of this community and employ [insert number of employees] at our facility.

During our Manufacturing Day event, we will [insert plans for MFG Day].

Feel free to have your staff contact me at [insert contact info] to arrange your visit.

Thank you for your interest, we look forward to hosting you at our facility on Manufacturing Day 2019.

Sincerely,

[Insert name and title]

NOTE: If you should need help with in your communications with or developing a sample letter to an Representative/Senator, please reach out to PLASTICS' Manager of State Government Affairs, [Brennan Georgianni](#).

THIS IS PLASTICS

PLASTICS launched [This Is Plastics](#), a resource to help plastics professionals talk about what they do and why they do it in a clear, consistent way. The resource includes information on five key topic areas: [Plastics 101](#), [Environment](#), [Innovation](#), [Safety](#) and [Economic Impact](#). Each topic area contains relevant articles with shareable graphics and quizzes.

Also available on This Is Plastics is the new "[Resources](#)" tab. Now everyone who visits the website will have access to download photo tiles with quick facts, videos, posters, TV slides and screensavers.

As a member of PLASTICS, you have access to the materials behind the login which include school presentations, tips on how to roll out This Is Plastics at your company, social media tips and more. Consider starting your MFG Day event with one of these presentations to introduce your audience to the power of plastics.

A few of the most relevant articles from the site that can be useful in planning a successful and informative event are featured below.

Plastics 101

[Separating Myth from Fact](#)

[The Power of Plastics](#)

Environment

[How Much Do You Know about Recycling?](#)

[Things You Might Not Know About Landfills](#)

Safety

[Before You Buy: How Plastic Products Are Tested for Quality and Safety](#)

[Why Is Medical Plastic Packaging So Essential?](#)

SOCIAL MEDIA

Whatever type of event you host for MFG Day 2018, it's important that you use social media to promote your participation and connect with your audience. Here are some tips and suggested posts to get you started:

Social Media Tips

- Use the hashtag: **#MFGDay19** in all social media posts about your event
- Make sure to tag [@PLASTICS_US](#) and [@MFGDay](#) in some of your posts so that we can share them with a broader audience
- **Comment, share and retweet mentions** of your event and **#MFGDay19**
- **Show, don't tell** – Visual content like pictures drive more eyes and get more engagement than plain text posts
- **Keep it short** – Research shows, the shorter your post, the more likely people are to read it
- **Encourage your employees** to participate by posting about MFG Day on their professional social media accounts. Even if it's just a simple retweet, it can help further your reach
- **Tag prominent figures** who are attending your event (i.e. school official and representatives)
- Share **live updates** during your event on your social media platforms. Consider using Instagram's "Stories" or Facebook's "Live" feature
- Share your social media handles with attendees and ask them to **post one thing they learned** from your MFG Day event, tagging your company

Feel free to reach out to PLASTICS' Digital Communications Specialist, Stacey Axler, with any questions about your social media efforts on Manufacturing Day: saxler@plasticsindustry.org

Sample Posts

Promote Your Participation:

PLATFORM	POST	MEDIA
Facebook/ Twitter/LinkedIn	We're proud to participate in #MFGDay19. Stop by our facility on [insert date] for a tour to see how [company's product] is made!	(Include relevant picture of facility/ MFG day materials, etc.)
Facebook/ Twitter	We're opening our doors for #MFGDay19 to celebrate modern manufacturing. Come by for a tour & activities on [insert date]. We can't wait to show you what we do.	(Include relevant picture of facility/ MFG day materials, etc.)
Facebook/ Twitter	We have a lot in store for you on #MFGDay19. Come join us on [insert date] for a tour of our operations and more!	(Include relevant picture of facility/ MFG day materials, etc.)
Twitter	We're ready to show the next generation of manufacturers the power of plastics and what we do every day during #MFGDay19.	Click here to tweet this.
Facebook/ Twitter (On Friday, September 27 th)	The seven-day countdown to #MFGDay19 begins. We can't wait to meet you!	(Include relevant picture of facility/ MFG day materials, etc.)

SOCIAL MEDIA CONT'D

Sample Posts

Post During Event:

PLATFORM	POST	MEDIA
Facebook/Twitter	Happy #MFGDay19! We can't wait to open our doors to the next generation of manufacturers today.	Click here to tweet this.
Facebook/Twitter	We're ready for #MFGDay19 and excited to showcase #plastics manufacturing in-action! We can't wait to show you what we do [tag school or official coming to the event]	(insert relevant picture)
Facebook/Twitter	We're excited to welcome [name of school, community group or official] to our facility today for a #MFGDay19 tour! [tag school, community group or official, if applicable]	(insert pictures of attendees)
Facebook/Twitter	Attendees of our #MFGDay19 event are getting a first-hand look at [insert what attendees are seeing on their tour].	(insert picture of attendees on tour)
Facebook/Twitter/LinkedIn	We're celebrating #MFGDay19 & modern manufacturing today with more than [number of people] young people from [insert name of school or group]. We're excited to show them what we can do!	(insert picture of attendees on tour/ in a session)

Sample Posts

Post After Event:

PLATFORM	POST	MEDIA
Facebook/Twitter/ LinkedIn	Today, [or Yesterday/Last week] we inspired the next generation of manufacturers at our #MFGDay19 event. Attendees [insert short description of what attendees did].	(include picture from event)
Facebook/Twitter	MFGDay19 was a huge success. Thank you to everyone who participated in our event! [tag attendees or other relevant handles]	(include picture from event)

MEDIA TIPS

We want to help you better tell the plastics industry's story, highlighting the important role plastics play in our everyday lives and the positive impact our industry has on the economy. On MFG Day, you have the opportunity to get in front of the media, hosting them at your facility or contributing to a local outlet if you so choose.

Please use the below tips to help guide your interactions with media on MFG Day.

Plant Tours

- Send a press release to media outlets in your area announcing your upcoming event.
- Arrange a briefing with the press prior to the tour in order to answer their questions. During this time, managers can give background on the company and the plastics industry. Be as forthright as possible with the facts about your firm (i.e. products, sales revenue, ownership, etc.).
- Give the media a comprehensive tour of the plant. Show off any new or unique products that they might find interesting.
- Visuals are key. Be sure to show media any parts of your operations that are especially appealing.
- After the tour, follow up with a thank-you note to the media personnel who attended and feel free to ask them to use you as a reference for future stories.

Letters to the Editor

- A "Letters to the Editor" column – a feature in many local newsletters – provides you an excellent opportunity for publicity. You can write a letter to comment on national or local trends and developments in manufacturing. In the case of MFG Day, you might send a letter highlighting your event.
- Letters to the editor should be relatively brief – three to four paragraphs in length – and should be straightforward and written in common language (easily understood by the people outside of the industry).

Community Events Calendars

- Some local newspapers offer "Community Event Calendars," which provide you another opportunity to promote your event to the public. See an example of a similar calendar [here](#).
- Typically, users are able to search the calendar by event date and category, allowing those interested in similar events to easily find yours.

MEDIA INTERVIEWING TIPS

How to Prepare

- In advance, develop clear and concise “message points” – brief statements on issues important to your company relevant to MFG Day.
- Back these statements up with specific “proof points,” which could include facts or data. Many proof points can be developed from facts on [This Is Plastics](#).
- Use these “message” and “proof” points to guide your answers to media questions
- Have statistics and examples of progress on-hand during the interview. For example, you might have data from [PLASTICS' 2018 Size & Impact Report](#) about the impact of the plastics industry on the overall economy

How to Effectively Answer Questions

- Remember this is a conversation. Speak in a normal, conversational tone and address the reporter as you would a work colleague: professional and concise
- Focus on making your main points early in the interview
- When answering a question, offer your conclusion first, then back it up with facts (start with “message” point, support with “proof” points)
- Always keep your message points at top-of-mind and pivot back to them when possible
- Be sure to pair any facts and figures you may use in your responses with context as to what they mean
- Don't use jargon. Speak with words everyone – even those outside the industry – will understand
- Don't speculate or guess. You can always say “I don't know, but let me look into it and follow up with you”
- Be sure to include a “Call to Action” with information about where the audience can find out more about your company. Whether it's your website or social media handles, be sure to drive the audience back to your organization

Best Practices When Dealing with Media

- Ask the reporter what his or her deadline is and do your best to honor it by getting back to him or her in time
- Decide before your event if you will allow media to take pictures inside your facility. If they are not allowed to take pictures, be sure to give them plenty of warning
- Don't use “no comment” as a response. You know the answers, keep cool and confident and refer back to your message points
- It's OK if you don't know the answer! Offer to get the information and relay it to the reporter before his or her deadline

HAPPY HOSTING!

Questions? Contact:

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