MFG DAY 2020
WHY & HOW TO HOST A VIRTUAL EVENT
1. About One Voice and PRG
2. Why Host a Virtual MFG Day Event
3. How to Host a Virtual MFG Day Event
   • Organization
   • Execution
   • Follow-up
4. Contact Us
One Voice: Federal government advocacy program

- Combined effort of the National Tooling and Machining Association (NTMA) and Precision Metalforming Association (PMA)

Policy Resolution Group (PRG): Strategic communications firm

- Washington, D.C.-based public affairs & strategic communications consultants
- Promote NTMA and PMA in print, digital and other media
- Support Franklin Partnership government relations efforts by designing and implementing coordinated strategic communications strategy
- Representing metalworking industry since 2003
WHY HOST A VIRTUAL MFG DAY EVENT
WHY HOST: The Rise of Gen Z

- Born between 1995 and 2015 – eldest Gen Zers are already entering the workforce
- Many grew up during the 2008 recession
  - Wary of financial pitfalls: student debt, unstable careers
- Tech-savvy: many seek careers with tech-heavy aspects, will pick up and adapt to technology quickly
- 7% more likely to work in manufacturing than Millennials, 33% more likely to have manufacturing suggested to them as a job
  (L2L Manufacturing Index, 2019)
WHY HOST: Educating in a Pandemic

Due to the COVID-19 pandemic, schools are restricting field trips and visitors

- Virtual field trips and online-based presentations with students in their “classroom” can keep manufacturers connected with community education

- Supplement local schools’ online curriculums with Virtual MFG Day to add valuable, encouraging, inspiring content to school day
HOW TO HOST A VIRTUAL MFG DAY EVENT

Part 1: Organization
CONNECT LOCALLY

Target your ideal local audiences:

- SCHOOL DISTRICTS AND EDUCATORS
- SHOP PROGRAMS AND TRADE SCHOOLS
- PARENT AND FAMILY GROUPS
- GOVERNMENT PROGRAMS AND OFFICIALS
RESOURCES FOR OUTREACH

BUILDING YOUR CONTACT LIST:

• Local middle and high schools: http://www.greatschools.org/school-district-boundaries-map

• NIMS-registered organization and nationally accredited metalworking skills programs: https://drive.google.com/open?id=1R2DzP2JwrUqFuL04wUsgxvdfHPiccsel&usp=sharing

• Local Parent-Teacher Association chapters: https://member.pta.org/Get-Involved/PTA-Local-Unit-Lookup

• Your Mayor, Councilmembers, State Representatives and Senators, and Members of Congress: https://org2.salsalabs.com/o/6751/getLocal.jsp

CRAFTING YOUR OUTREACH EMAIL:

• One Voice MFG Day Event Handout
HOW TO HOST A VIRTUAL MFG DAY EVENT
Part 2: Execution
MIX AND MATCH

OPTION 1: Pre-Recorded Tour

OPTION 2: Live Tour

OPTION 3: Q&A

OPTION 4: A Day in the Life
OPTION 1: LIVE TOUR

Most similar to in-person events: real-time tour of the facility, demonstrating processes and sharing information with the camera as it follows you throughout the shop floor

- **Requirements:** a smart phone with a good camera (iPhone 7 or newer, Android from 2016 or newer), a Facebook page for your company, the Facebook app

[https://www.facebook.com/cincinnatizoo/live_videos/](https://www.facebook.com/cincinnatizoo/live_videos/)
OPTION 2: PRE-RECORDED TOUR

Most flexible option: pre-recorded video touring the facility to demonstrate processes and share information with the camera as it follows you throughout the shop floor

• **Requirements**: a smart phone with a good camera (iPhone 7 or newer, Android from 2016 or newer), video editing software (pre-installed and free options like Apple’s iMovie or Window’s Filmora work great for this project)
OPTION 3: Q&A

Most engaging with virtual audiences: answer pre-solicited questions from students, educators, parents, etc. on video (can be live or pre-recorded)

- **Requirements**: a smart phone with a good camera (iPhone 7 or newer, Android from 2016 or newer)
  - If you want to air live: a Facebook page for your company, the Facebook app
  - If you want to pre-record and publish later: video editing software (pre-installed and free options like Apple’s iMovie or Window’s Filmora work great for this project)

https://www.facebook.com/watch/live/?v=10154206592984405
OPTION 4: A DAY IN THE LIFE

Most ambitious and creative: pick an employee and record a video of them demonstrating an average workday, highlighting focal points along the way

- **Requirements**: a smart phone with a good camera (iPhone 7 or newer, Android from 2016 or newer), video editing software (pre-installed and free options like Apple’s iMovie or Window’s Filmora work great for this project)

https://www.youtube.com/watch?v=wJN8sqMgGFy
OUR TOP TIPS FOR VIDEO CONTENT

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Let these facts about what Gen Z prioritizes guide your talking points.
<table>
<thead>
<tr>
<th>GEN Z PRIORITY</th>
<th>WHAT TO HIGHLIGHT</th>
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<tr>
<td>Job Stability</td>
<td>Consistent demand from clients; how your products impact everyday life and fulfill needs of industries and consumers</td>
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<tr>
<td>Opportunities for Growth</td>
<td>Employees who have risen to management positions; what it takes to earn a promotion</td>
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<tr>
<td>Tech-Driven Work</td>
<td>Evolution of processes and machines; specific tasks that demonstrate the most cutting edge tech you employ</td>
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<tr>
<td>Flexibility</td>
<td>How your shift system works; employees who are able to move their hours around other obligations</td>
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HOW TO HOST A VIRTUAL MFG DAY EVENT
Part 3: Follow-up
POST-EVENT PROMOTION

• Share clips from your virtual event on your website and social media

• Send your government representatives a summary of your event with archived videos for their own social media promotion

• Send a follow-up email to your outreach list with a summary of your event, where they can view archived videos, and how they can get involved in any educational/internship/apprenticeship programs your company offers
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