



Tips for a Successful Plant Tour

Develop an Agenda

- Welcome and Introductions
- Company History and Products
- Plant Tour
- Wrap Up

Total time: approximately 1 to 1.5 hours

Gather Materials

- One-pager: company history, products, number of jobs, average wages or total payroll, benefits provided, etc.
- Product literature
- Refreshments: coffee, soft drinks, water

Before the Tour

- Make sure everything is operating properly. Have all key machinery and equipment running. Action is essential to a successful and interesting tour.
- Plan tour route.
- Avoid hazards. Rope off potentially hazardous areas and have proper safety gear available.
- Inform your staff of time and date and have key personnel on hand. Department heads should be available to explain their operations.
- Anticipate questions. For example: What are your biggest challenges to success?

During the Tour

- Highlight how machinery works, how items are assembled, what new technologies are being used
- Discuss success stories how plant has improved and contributed to workers and community
- Point out how your company helped
- Introduce your guest to employees along the tour route

After the Tour

- Write a thank-you note. Be sure to invite guests to return at any time. Send copies of any photos taken during tour.