



# 2020 MANUFACTURING DAY

## HOST TOOLKIT

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

# ABOUT MFG DAY



[Manufacturing Day \(MFG Day\) 2020](#) – an annual celebration of modern manufacturing – is Friday, October 2, 2020 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 eight 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.

This toolkit is designed to help guide your event planning (physically or virtually) and promotion with everything from sample press releases to drafted social media posts.

**Enjoy, and happy hosting!**

# SAMPLE PRESS RELEASE

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

FOR IMMEDIATE RELEASE  
[Insert Date]

[Insert Company Name] Celebrates Manufacturing Day 2020  
*Manufacturing's Biggest Annual Opportunity to Inspire the Next Generation*

[Insert Facility City/Town and State (i.e. Baltimore, MD.)] – [Your Company Name] is hosting a(n) [event type: virtually or physically] for [Manufacturing Day 2020 \(MFG Day\)](#) 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 either virtual or physical. 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.]

Plastics manufacturing in particular is a major contributor to the economy and workforce in the United States. According to the [2019 Size and Impact Report](#) from the Plastics Industry Association (PLASTICS), plastics manufacturing employment grew 1.7% per year from 2012 to 2018. The plastics industry supports 993,000 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>

## About Plastics Industry Association

The [Plastics Industry Association \(PLASTICS\)](#), is the only organization that supports the entire plastics supply chain, representing nearly one million workers in the \$451 billion U.S. industry. Since 1937, PLASTICS has been working to make its members and the industry more globally competitive while advancing recycling and sustainability. To learn more about PLASTICS' education initiatives, industry-leading insights and events, networking opportunities and policy advocacy, and North America's largest plastics trade show, [NPE: The Plastics Show](#), visit [plasticsindustry.org](#). Connect with PLASTICS on [Twitter](#), [Facebook](#), [LinkedIn](#) and [Instagram](#).

# 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.

## MEDIA ADVISORY

[**INSERT NAME OF COMPANY**] Hosts Next Generation of Skilled Workers During Manufacturing Day 2020

[**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 [**INSERT “virtual” IF APPLICABLE**] event, a day dedicated to our team reaching out to the next generation of manufacturers in our community.

**WHO:** [**INSERT NAME OF COMPANY AND OTHER PARTICIPANTS HERE**]

**WHAT:** Manufacturing Day 2020

**WHEN:** [**INSERT DATE AND TIME OF EVENT HERE**]

**WHERE:** [**INSERT LOCATION OF THE EVENT OR VIRTUAL LINK AND HOW TO REGISTER HERE**]

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

###

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

# 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 participate in our Manufacturing Day events on [insert date/time]. Despite the circumstances, we are committed to showing off what we do here at [insert company name].

**Manufacturing Day** is a nationwide annual event where manufacturing companies like ours celebrate modern manufacturing and inspire the next generation of manufacturers. This would be a great opportunity for you to learn about the impact plastics manufacturing has on our community, the state and the country.

Plastics manufacturing is a major contributor to the health of our nation's economy. According to the [2019 Size and Impact Report](#) data from the [Plastics Industry Association](#), plastics is one of the largest manufacturing industries in the United States. More than 1.7 million jobs are dependent on plastics manufacturing and the industry supports 993,000 workers domestically.

By way of background, [insert company name] is a [insert what company manufactures]. 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 participation.

Thank you for your interest, we look forward to engaging with you on Manufacturing Day 2020.

Sincerely,

[Insert name and title]

**NOTE:** : If you should need help with your communications or developing a sample letter to your officials, please reach out to PLASTICS' Manager of State Government Affairs, [Brennan Georgianni](#). You can find your state representatives by using the Find Politicians feature at [plasticsindustry.org/takeactionforplastics](https://plasticsindustry.org/takeactionforplastics)

# SOCIAL MEDIA

Whatever type of event you host for MFG Day 2020, 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: **#MFGDay20** 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 **#MFGDay20** and **#CreatorsWanted**
- **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
- 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](mailto:saxler@plasticsindustry.org)

## Sample Posts

### Promote Your Participation:

PLATFORM	POST	MEDIA
Facebook/ Twitter/LinkedIn	We're proud to participate in #MFGDay20. On <b>[insert date]</b> you can virtually tour our facility to see how <b>[company's product]</b> is made!	(Include relevant picture of facility/ MFG day materials, etc.)
Facebook/ Twitter	We are eager to show the power of manufacturing during #MFGDay20. Access our virtual tour on <b>[insert date]</b> . We can't wait to show you what we do. #CreatorsWanted	(Include relevant picture of facility/ MFG day materials, etc.)
Facebook/ Twitter	During #MFGDay20, you can get an exclusive, inside look of our manufacturing efforts! We welcome the next generation of manufactures to our first-of-its-kind virtual tour. #CreatorsWanted	(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 #MFGDay20.	(Include relevant picture of facility/ MFG day materials etc.)
Facebook/ Twitter (On Friday, September 26 <sup>th</sup> )	The seven-day countdown to #MFGDay20 begins. We can't wait to show you what we do!	(Include relevant picture of facility/ MFG day materials etc.)

## Sample Posts

### Post During Event:

PLATFORM	POST	MEDIA
Facebook/Twitter	Happy #MFGDay20! We can't wait to say "hi" to the next generation of manufacturers during our virtual tours today.	(Include relevant picture of facility/ MFG day materials etc.)
Facebook/Twitter	We're ready for #MFGDay20 and excited to showcase #plastics manufacturing in-action! We can't wait to show you what we do.	(Include relevant picture of facility/ MFG day materials etc.)
Facebook/Twitter	From the comfort of your home, we're excited to welcome you to our facility today for virtual a #MFGDay20 tour!	(Include relevant picture of facility/ MFG day materials etc.)
Facebook/Twitter	Virtual attendees of our #MFGDay20 event are getting a first-hand look at [insert what attendees will see on their tour].	(Include relevant picture of facility/ MFG day materials etc.)
Facebook/Twitter/LinkedIn	We're celebrating #MFGDay20 & modern manufacturing through our online events! We're excited to show the world what we can do!	(Include relevant picture of facility/ MFG day materials etc.)

## Sample Posts

### Post After Event:

PLATFORM	POST	MEDIA
Facebook/Twitter/ LinkedIn	[Yesterday/Last week] we inspired the next generation of manufacturers at our #MFGDay20 event. Attendees [insert a short description of what attendees saw]. #CreatorsWanted	(include screenshot from event)
Facebook/Twitter	#MFGDay20 was a huge success. Thank you to everyone who participated in our online! [tag attendees or other relevant handles]	(include screenshot from event)

# MEDIA TIPS

We want to help you share your plastics industry story by 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 by hosting them at your facility, either virtually or physically and contribute to your local news station 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 (virtually or physically). 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 with 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.
- Have statistics and examples of progress on-hand during the interview. For example, you might have data from [PLASTICS’ 2019 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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916-600-2674

