



# MFG Day 2020 DIY Video Toolkit

MFG Day, and the month-long celebration of the industry it kicks off, will look different this year. But manufacturers can still do their part to show parents, teachers and students what careers in modern manufacturing really look like—via virtual programming. The Manufacturing Institute (MI) and the National Association of Manufacturers (NAM) offer resources available on [CreatorsWanted.org](https://www.creatorswanted.org) to assist you in planning your virtual MFG Day event. Included in this toolkit, you'll find a step-by-step guide and best practices for creating a video to use during your virtual MFG Day event.

For more hands-on help from our experts, purchase our upgraded [video toolkit](#) with equipment to enhance video creation, tips for tour flow and recording stellar video content, up to 3 hours of personalized consultation from our professional video directors and more.



# Getting Started

Register your event at <https://creatorswanted.org/register-event/>



## Identify your messaging and goals—below are our recommended messages:

- Modern manufacturing is creating the future, with creators rallying to respond to our nation's needs, making a huge difference in aiding the country during the world's response to COVID-19.
- America will always need Creators.
- Over the next decade, manufacturers will need to fill 4.6 million jobs.



## Invite your audience

- Leverage existing relationships with schools and youth organizations, as well as your regional association/MEP to make additional connections
- Create new relationships with local middle and high schools and PTA groups to extend the reach of your MFG Day participation.



## Determine format and content

- Live or pre-recorded video
- Plant tour, interviews with employees and executives, interactive activity, and/or Q&A session





## Choose a video platform, examples include:

- Zoom
- Microsoft Teams
- Youtube
- Instagram Live



## Determine a call to action such as:

- Sign up for your newsletter
- Follow your company on social media
- Attend another event such as a career day



## Integrate event attendee data collection pre- and post-event

- Create a survey to track how the event changes your audience's perceptions of manufacturing—for example, ask participants about their interest in a manufacturing career both before and after your presentation.



## Get the word out about your event!

- Take advantage of assets available in the [Marketing Toolkit](#) provided by The Manufacturing Institute to help increase awareness and attendance



# Sample Run of Show

This sample run of show gives you an idea of how you could structure your MFG Day in order to showcase the importance of manufacturing, and provide a glimpse into what a manufacturing career at your company could look like.

## Welcome Remarks

Select an executive at your company to offer an introduction, speaking to points such as:

- The importance of manufacturing to the economy and your community
- What your company specializes in and the careers it offers
- Review what will be happening throughout the day

## Plant Tour

Film a video tour of your facility to show viewers the technology and tools you use every day.

- Showcase technology in operation
- Discuss relevant topics such as managing technology, safety equipment, how the production line works (or what goes into producing the product, such as research and development and design).

## Employee Interviews

Record interviews with employees or a conversation with a panel to allow young people to hear directly from those who work at your business. You could also host a live Q&A with employees, enabling attendees to dive into what a career in manufacturing could look like.

- If you're expecting a large number of participants, you can use "break out rooms" in Zoom to enable smaller group discussions or Q&A's

## Closing Remarks & Call-to-Action

At the end of your MFG Day event, select a company spokesperson to thank participants and provide closing remarks.

- Include a call to action for what you'd like your participants to do next, whether it be signing up for your newsletter, following you on social media, or coming back for a career day

# Examples From the Field

## During the MFG Day webinar, a range of manufacturers and partners presented their plans for MFG Day:

- Allegion will feature a full virtual experience planned through Microsoft Teams. It will provide a mixture of live and pre-recorded content, and will localize every event to ensure it's most relevant to local students, said Allegion Reputation Management Leader Whitney Moorman.
- Boeing collaborated with external partners like high schools, colleges and community organizations to create an effective virtual program, said Boeing Senior Workforce Specialist Justin McCaffree. Its event will include videos of employees explaining their jobs and performing specific tasks, virtual tours of the company's facilities and videos from manufacturing interns and students. It will also offer students the opportunity to do virtual informational interviews with Boeing employees.
- Graco is postponing its regular MFG Day programming to spring 2021 in hopes of providing an in-person experience that will involve hands-on learning—including stations that allow participants to control robots, build keychains with lasers and learn about quality control, said Graco Corporate Communications Team Leader Charlotte Boyd. It may also attempt to do virtual events this year that could include sending kits to students and information to parents.
- ABB is working with Edge Factor, which develops content for educators, to create a five-day virtual program that showcases science, technology, engineering, arts and mathematics, according to ABB Vice President for Marketing Communications Tracy Long. This will include on-demand content about each of those five disciplines as well as about “soft skills” like teamwork.
- NWIRC developed a month long program geared toward 6th–12th grade students in northwest Pennsylvania. It includes a digital activity packet and the opportunity to win prizes from NWIRC for worksheets and articles, said NWIRC Marketing Communications Specialist Laurie Knoll.
- Click Bond is in the early stages of developing content for a virtual experience. It is planning an interactive website that includes career testimonials, virtual maps and how-to videos about machines and technology, according to Click Bond Corporate Communications Manager Danielle Costella.



# Technology Best Practices for a Virtual Event

## Technology Setup

- Once you have selected your platform for your event (ex: Zoom), include that information in pre-event communications with participants so that they will know where to logon and find you.
  - Provide explicit instructions and links for participants to make the process of joining as smooth as possible
- For live elements of your event, ensure that you are located in a quiet space with strong WiFi
- Do a test run with your company spokespeople and participants so that everyone knows how to login and ensure that computer video and audio are running smoothly
- Have participants and spokespeople login a few minutes before they are scheduled to participate, to ensure everything is working properly.

## Filming Tips

- Record up close, with head and shoulders filling the frame. (Always best to have the eyes about a third of the way down from the top of the frame)
- Film in good light with your face fully illuminated and the background not brighter than your face
- Film in landscape, not portrait ratio
- Film in quiet environments with minimal distractions
- Look at the camera as you speak
- Give a few beats after pressing record before you start talking and hold your smile for a few seconds before you hit stop

- If you are referencing something large that you want to show in your video, record a separate clip of it. Don't try to show yourself with that item (unless it's small enough to be in your hand and you can show the camera as you talk)
- Use a phone tripod to record

## Tips for recording video using your smartphone:

### Camera Setup:

If using a smartphone, make sure your phone is filming at the highest quality.

#### iPhones

- Settings > Camera
- Turn these settings on:
  - Record Video: 4K at 60 fps
  - Grid: On
  - Camera Capture: Most Compatible

#### Androids

- Launch the camera application
- Tap the menu icon in the top left corner
- Select **Settings**
- Find the Video section and tap on **Back camera video resolution**
- Select **UHD 4k** and now you will be shooting 4K video

# Social Media — Before, During, and After Your Event

## Before MFG Day

### Engagement tactics

- Follow @MFGDay, @TheMfgInstitute and @ShopFloorNAM on social media for MFG Day updates
- Promote registrations leading up to your event across social media platforms
  - Tag @MFGDay, #MFGDay20 and #CreatorsWanted for easy discoverability and shareability
- Engage with other companies, organizations, state officials and attendees participating in MFG Day by searching for posts using the #MFGDay20 and #CreatorsWanted hashtags

### Sample post copy

- Manufacturing's biggest annual event helps inspire the next generation creators. Join us in celebrating #MFGDay20! [creatorswanted.org/mfgday/](https://creatorswanted.org/mfgday/) #CreatorsWanted
- Over the next decade, 4.6 million manufacturing jobs will need to be filled in the US. We're joining the movement to fill the #skillsgap and inspire the future workforce by hosting an #MFGDay20 event! Register today: [creatorswanted.org/find-events/](https://creatorswanted.org/find-events/)
- Since 2012, @MFGDay has helped students discover financially rewarding job opportunities. This year, we're giving the future workforce the tools they need to kick start their career during our #MFGDay20 event! Join us: [creatorswanted.org/find-events/](https://creatorswanted.org/find-events/)
- There are millions of modern manufacturing jobs coming online in the next decade — opportunities to create, contribute and connect. Help us build the future of the industry during #MFGDay20! [creatorswanted.org/mfgday/](https://creatorswanted.org/mfgday/)



# During Your Event

## Engagement tactics

- Designate someone to man your social media accounts and post live updates throughout the day
- Use #MFGDay20 and #CreatorsWanted and tag @MFGDay in posts for easy discoverability and shareability
- Engage with participants and partners who tag your company and post about your MFG Day event

## Sample post copy

- Today, we have one message for the future workforce: #CreatorsWanted. Follow us as we share live updates from our #MFGDay20 event!
- Reporting live from [company name]'s #MFGDay20 event! Stay tuned for a Q&A, facility tour and insights from our team!

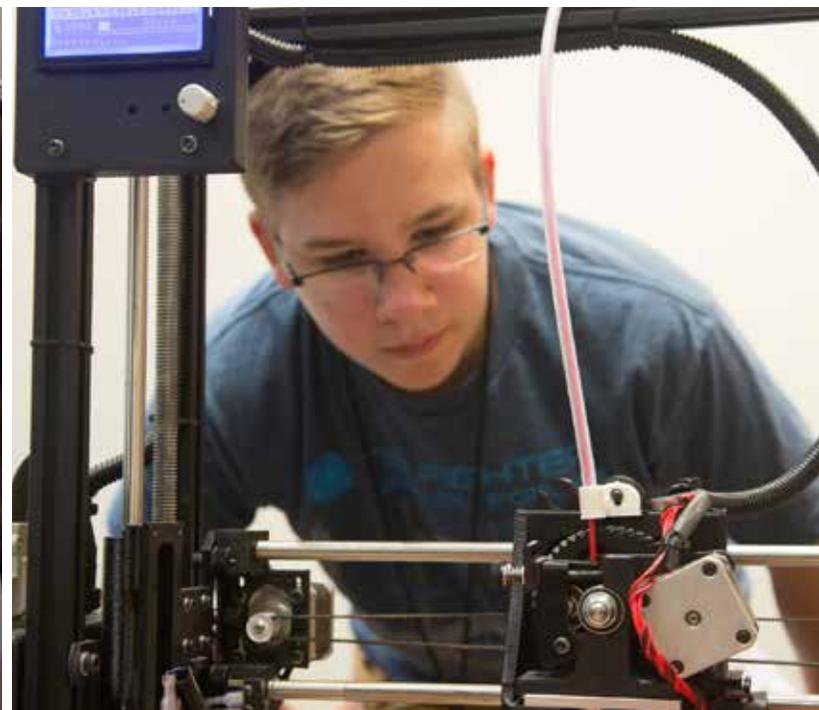
# After Your Event

## Engagement tactics

- Post a recap album capturing highlights from your event and thanking participants for attending
- Provide actionable next steps and/or mechanisms for keeping in touch with event attendees — this could be in the form of a newsletter, social media, or a follow-up event or webinar

## Sample post copy

- Scenes from an inspiring #MFGDay20. Thank you to our amazing team and the wonderful participants who made this year's event a huge success! Follow us for news and career opportunities at @[company handle]!
- Thank you to everyone who celebrated #MFGDay20 with us! Don't forget to keep in touch — sign up for our newsletter: [link]



# After MFG Day

## Be creative with how you can repurpose video clips or content for other uses!

### Engage with The Manufacturing Institute

The MI provides numerous tools and resources to help you and your company excite and introduce students to career pathways in modern manufacturing and shift misperceptions.

### Execute your Call to Action

Continuing to engage with students in your community is the best way to help get the next generation of creators excited about the career opportunities in manufacturing!



[Twitter](#) [Facebook](#) [Instagram](#) @MfgDay [LinkedIn](#) @manufacturing-day [CreatorsWanted.org](#)

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