

Tips for Conducting Successful Plant Tours for Public Officials



BEFORE THE TOUR

Carefully Map Out the Tour

Plan your tour route based on the amount of time allotted for the tour and discussions with AMT staff. Make sure to allow time at the conclusion of the tour for: (1) a short meet and greet/Q&A session if your visitor is a member of Congress; and/or (2) a private meeting to recap the points made during the tour and to emphasize important issues.

Arrange for Media Coverage

Work with AMT staff in arranging photo opportunities and other coverage for local media, as well as recording the visit in other ways, such as through your company website or newsletter. You can announce the event beforehand through a press release.

Set the Stage

Be a good host! Make arrangements for parking, refreshments, a place for coats, etc., upon your visitor's arrival. Turn off your cell phone during the visit.

Involve Your Employees

Inform your employees of the upcoming visit, including general information on your visitor's background and the reason for the visit. Most tours are organized in a work-station by work-station format that allows employees a chance to explain what they do and how it fits into the overall production process.

Avoid Safety Hazards

Avoid hazardous areas, and if necessary, have proper safety gear available for your visitors.

Request Your AMT Host Information Packet

The packet contains the information you need to confidently conduct a successful plant tour, including the Manufacturing Mandate and current legislation. If you have any questions or need additional information, please contact AMT's Government Relations Department at athomas@amtonline.org.



DURING THE TOUR

Greet Your Visitors

The most senior company official available should greet your visitors. Then, the entourage should move to a conference room for an introduction and refreshments (if time permits).

Have Your Machinery Operating

Showing your key machinery and equipment in action will make for a more successful and interesting tour.

Introduce Your Employees

Be prepared to introduce employees by name. Remember that in the case of a visiting member of Congress, he/she will want to meet as many potential voters as possible. Constituent contact is a very important element of the tour. Company employees who can answer questions about plant and equipment operations and relevant issues are an asset to the tour.

Stick to the Schedule

Keep track of time, and keep the tour moving without hurrying.

Conclude with a Meet and Greet/Q&A Session or Private Meeting

Follow the tour with a short meet and greet/Q&A session with your employees and/or a private discussion that focuses on the issues of greatest importance to your company.



AFTER THE TOUR

Send a Thank-You Letter

In expressing your appreciation in writing, don't forget to reiterate the key points made during the visit. This communication is a good way to continue to develop a relationship with your visitors.

Share Photos & Media Coverage

Send your visitors copies of any photos taken during the tour, and provide links to any website or newsletter articles recounting the visit.

Follow up with Staff

Be sure to promptly follow up the tour with answers to questions raised that could not be answered then, as well as any additional information that your visitor requested. If your visitor was a member of Congress, follow up with the staff person who accompanied him/her on the tour.

Encourage Employees

Take this opportunity to explain the value of grassroots contact with your elected officials, and encourage your employees to communicate with those officials on issues of importance to them and the company.

Provide Feedback

Please contact the AMT Government Relations Department to provide feedback of the tour. Be sure to include any discussion points, if the visitor requested more information, as well as names and contact information of your visitors.



TALKING POINTS

Share Your Company Success Stories

Share your company's success stories to explain the impact your company has on the surrounding communities. Include data on plant modernization, R&D expenditures, company history, community service, etc.

Explain Your Products

Briefly explain your products and how they fit into the manufacturing process. Keep it simple. Do you export? Do you have key customers in your district or state?

Discuss Your Company's Impact on Jobs in the Area

Discuss the number of employees at your plant and who your customers are in the area.

Discuss Relevant Legislative Issues

Discuss how your company and employees are affected by legislative issues of interest to your visitors. Use the position papers included in your host information packet as a reference.



For more information, please contact Amber Thomas by email at athomas@amtonline.org or by phone at 703-827-5230.