



MFG DAY 2020

WHY & HOW TO HOST A VIRTUAL EVENT



PRG

Policy Resolution Group



PMA
PRECISION
METAL FORMING
ASSOCIATION

ONE
VOICE

NTMA

- 1. About One Voice and PRG**
- 2. Why Host a Virtual MFG Day Event**
- 3. How to Host a Virtual MFG Day Event**
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- 4. Contact Us**



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ABOUT ONE VOICE AND PRG



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

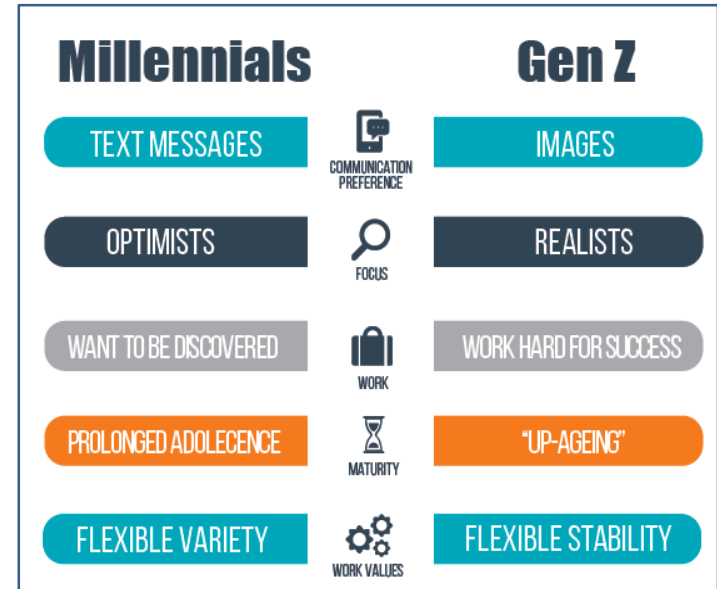
- Washington, D.C.-based public affairs & strategic communications consultants
- Promote NTMA and PMA in print, digital and other media
- Support Franklin Partnership government relations efforts by designing and implementing coordinated strategic communications strategy
- Representing metalworking industry 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)



Colorado State University, 2018

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



https://www.facebook.com/cincinnati zoo/live_videos/

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

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

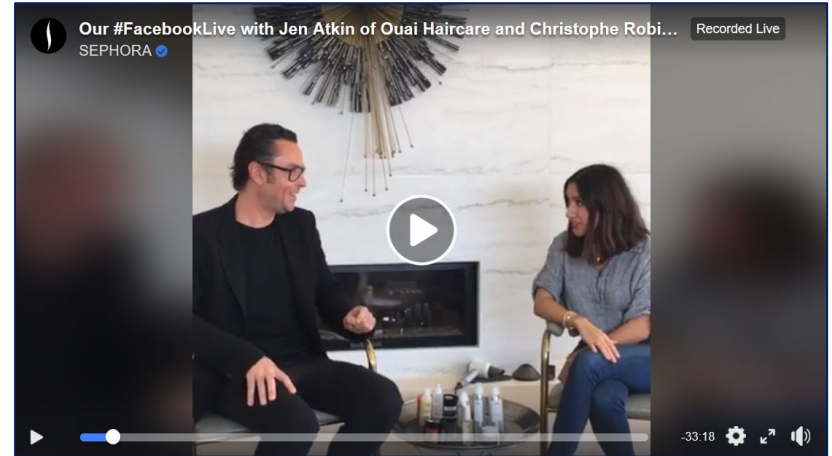
- **Requirements:** a smart phone with a good camera (iPhone 7 or newer, Android from 2016 or newer), video editing software (pre-installed and free options like Apple's iMovie or Window's Filmora work great for this project)



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



Rolls-Royce | Manufacturing Process Engineer, Bethan Murray, discusses her apprenticeship

<https://www.youtube.com/watch?v=wJN8sqMqfGM>

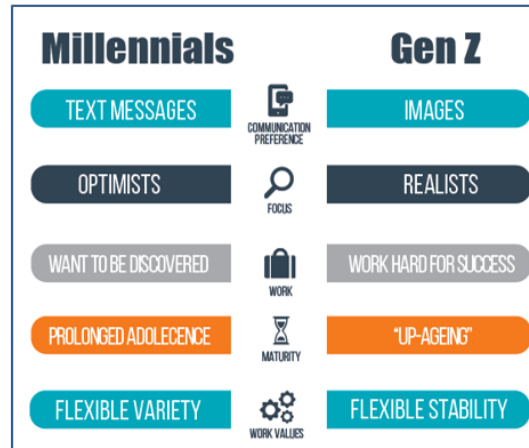
Most ambitious and creative: pick an employee and record a video of them demonstrating an average workday, highlighting focal points along the way

- **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)

OUR TOP TIPS FOR VIDEO CONTENT

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Colorado State University, 2018

Let these facts about what Gen Z prioritizes guide your talking points

OUR TOP TIPS FOR VIDEO CONTENT

GEN Z PRIORITY	WHAT TO HIGHLIGHT
Job Stability	Consistent demand from clients; how your products impact everyday life and fulfill needs of industries and consumers
Opportunities for Growth	Employees who have risen to management positions; what it takes to earn a promotion
Tech-Driven Work	Evolution of processes and machines; specific tasks that demonstrate the most cutting edge tech you employ
Flexibility	How your shift system works; employees who are able to move their hours around other obligations



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





Paul Nathanson

Partner

202-828-1714

paul.nathanson@bracewell.com



Caitlin Sickles

Principal

202-828-7637

caitlin.sickles@bracewell.com



Anya Ross

Specialist

202-828-1707

anya.ross@bracewell.com