

# NATIONAL MANUFACTURING DAY 2022

Thursday 7 July 2022



[www.makeuk.org/nmd](http://www.makeuk.org/nmd)

## National Manufacturing Day 2022 Host Toolkit

National Manufacturing Day will help show the reality of modern manufacturing careers by companies and educational institutions around the country opening their doors to students, parents, teachers, community leaders and local residents.

National Manufacturing Day will help businesses attract new people with the vital skills needed so badly across the sector and help deliver well paid and highly skilled jobs to local communities. By holding an NMD event, you'll not only join hundreds of other hosts in showcasing modern manufacturing jobs and technologies but also highlight the benefits that manufacturing provides to your community and the country as a whole.

### Timings

**You can do as little or as much as you want** – from a couple of factory tours over lunch and invite people for that time only, to more in the way of demonstrations and career advice if you have the capacity. You could look to have an open house through the day if you have the time. You can specify these details on your invitations and sign-up pages which will appear as you write them on our dedicated NMD hub (You can use Eventbrite or your own system to further promote what you're doing on social media through your business's channels).

### How to Get Involved

- Decide what type of event you want to host (factory tour/ Q & A with team on potential careers/ demonstration of what you make etc)
- Register Your Event (this link takes you directly to our site where you fill in the form online and send directly back to us for uploading on our NMD site)
- Plan Your Event (see below for setting up an Eventbrite page)
- Invite Your Community (use our poster resources, social media flyers and letter to schools)
- Promote Your Event (use all your channels: LinkedIn, poster in local shops, Facebook, local paper etc)

**MAKE UK HAS JOINED FORCES WITH THE DEPARTMENT FOR WORK AND PENSIONS WHICH WILL POST ALL NATIONAL MANUFACTURING DAY EVENTS IN THEIR JOB CENTRES ACROSS THE COUNTRY.**

**AND THE DEPARTMENT FOR EDUCATION WILL BE PROMOTING YOUR EVENTS IN SCHOOLS.**



## Suggested Event Formats – quick ideas on what works well

### In Person Events

If your site is capable of hosting in-person events, the following are proven ways of running an event that continually draw interest, showcase present-day manufacturing in a positive light and promote positive engagement within communities.

### Site Tours

Site tours will form the backbone of National Manufacturing Day. By opening doors to the community and showcasing operations, manufacturers can generate enthusiasm for their companies and the manufacturing industry, as well as provide methods for future involvement from their visitors.

### Site Tour Event Tips

- Model your National Manufacturing Day site tour on your existing client/stakeholder walkthroughs and presentations.
- Invite local politicians and media to stress the importance of your company and the manufacturing industry to your region. (Make UK can help with this, there is a template MP invitation letter in the resources section of the NMD website)
- Don't limit yourself to the shop floor. Introduce attendees to all aspects of running a manufacturing business: accounting, administration, customer service, engineering, estimating, information technology, logistics, purchasing, marketing, design, sales, etc.
- Include a brief equipment or product demonstration clear of any proprietary or confidential information. Don't forget to save time for a question and-answer session.

### Events on Site

If you aren't able to include a tour of your facility consider hosting an event in a boardroom or reception area or event outside if weather permits. Visit our educational resources section on the NMD website to find some fun activities to do with children for example a robot race or lego building or a competition to make a product similar to your own. Host a Q and A session with your team and apprentices. Demonstrate some of what you manufacture and talk the visitors through the making and marketing processes. Think about hands on activities to generate interest.

### Educational Fairs

Local colleges and universities can be excellent venues for National Manufacturing Day events. Working with local manufacturers to plan career fair-style happenings can be a great way for secondary schools and colleges to inform their students about careers in manufacturing. You can also use these opportunities to share information about your company with a wider audience of students and parents.

## Educational Fair Tip

Within reason, participating manufacturers should bring examples of their work and provide demonstrations at educational fairs. Hands-on activities generate significant interest from those in attendance and are generally more likely to spark students' imaginations.

## Job Fairs

Reach out to the local universities, job centre and local councils and politicians to see if any jobs fairs are scheduled in the coming months that you can take part in. The Department for Work and Pensions will be promoting National

Manufacturing Open Days to their Job Centres around the country, contact your local Job Centre to liaise with them on logistics.

## Community Event & Expo Tips

- Reach out to your neighbours in manufacturing to encourage them to get involved in National Manufacturing Day.
- Jointly approach important community partners, businesses, schools and political leaders to take part in your National Manufacturing Day event.
- Provide an opportunity for local political leaders to speak at your event.

## Virtual Events

If hosting your community in person isn't possible this year, a virtual event is a great way to take part in National Manufacturing Day 2022. Consider hosting a virtual event and developing your own digital activities to share with students and youth organisations within your community.

## Virtual Event Tips

Since the start of the pandemic, the world has become acclimated to the structure of online events, but there are still key steps you can take to ensure your event runs smoothly.

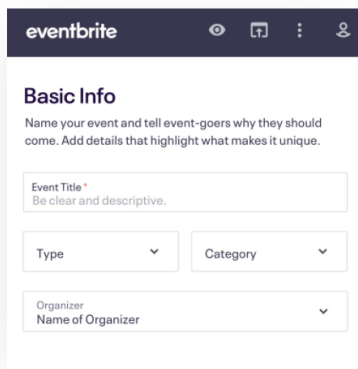
- Practice as much as possible. While many of us have had a quick lesson in online events, it is always best to test your equipment and software and develop a run of show with clear roles and responsibilities.
- Secure good lighting. Natural lighting is often not readily available on the shop floor, so make sure your subject is facing a substantial light source while presenting.
- If you intend to offer a question-and-answer session, make sure you have prepared a few questions you can ask "on behalf of the crowd" should your attendees be reticent to speak.

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## Setting Up an Eventbrite Page

Setting up an Eventbrite page is the easiest way to advertise your event and keep track of your visitors. You can find out more about how to set up an event [here](#) Eventbrite is free for free events.

Setting up an event is easy with these three steps:

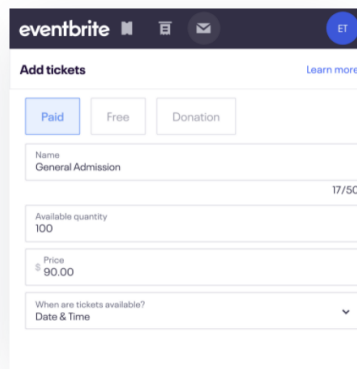


The screenshot shows the 'Basic Info' section of the Eventbrite event creation interface. It includes a header with the Eventbrite logo and navigation icons. Below the header, there is a section titled 'Basic Info' with a sub-header: 'Name your event and tell event-goers why they should come. Add details that highlight what makes it unique.' There are three main input fields: 'Event Title\*' with a sub-note 'Be clear and descriptive.', 'Type' and 'Category' dropdown menus, and 'Organizer' with a sub-note 'Name of Organizer' and a dropdown menu.

**1**

### Enter your event details

Let attendees know when, where, and what your event is about.

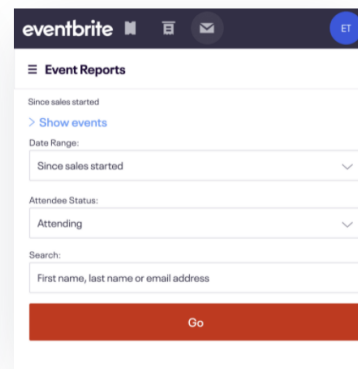


The screenshot shows the 'Add tickets' section of the Eventbrite event creation interface. It includes a header with the Eventbrite logo and navigation icons. Below the header, there is a section titled 'Add tickets' with a sub-header 'Learn more'. There are three radio button options: 'Paid', 'Free', and 'Donation'. Below these are four input fields: 'Name' with the value 'General Admission' and a '17/50' indicator, 'Available quantity' with the value '100', 'Price' with the value '\$ 90.00', and 'When are tickets available?' with a 'Date & Time' dropdown menu.

**2**

### Create your tickets

Set up your free tickets, or create multiple types to maximise your ticket sales.



The screenshot shows the 'Event Reports' section of the Eventbrite event creation interface. It includes a header with the Eventbrite logo and navigation icons. Below the header, there is a section titled 'Event Reports' with a sub-header 'Since sales started'. There are three main input fields: 'Data Range:' with a dropdown menu showing 'Since sales started', 'Attendee Status:' with a dropdown menu showing 'Attending', and 'Search:' with a sub-note 'First name, last name or email address'. A red 'Go' button is at the bottom.

**3**

### Publish and share

Once your event's live, easily share to ticket websites and platforms like Facebook to reach more ticket-buyers in more places.

Regardless of what kind of event you choose, National Manufacturing Day is a great way to both shift perceptions about manufacturing with students and tie manufacturing careers to creativity and technology. Remember to take lots of pictures and videos of the day's activities and put on social media and tag #NMD