

# PPAI'S TOP TEN TIPS FOR A SUCCESSFUL FACILITY TOUR

1. **TEAM WORK:** Don't try to organize it alone—recruit a team. Appoint or recruit staff to a cross-departmental committee to ensure all aspects of the tour run smoothly. Reach out to your regional association or PPAI for tips and guidance.
2. **BE PERSISTENT:** If your member of Congress' (MOC) scheduler turns down a particular date, offer another.
3. **BE FLEXIBLE:** If your choices still don't work, ask the scheduler to pick a date. Be sure to have back up dates in mind. MOCs' schedules are subject to change.
4. **INVITE PARTNERS:** Invite suppliers in your area, or regional association leadership, to participate in the tour in advance of the event.
5. **SPREAD THE WORD:** Develop a press kit and send it to local media, PPAI publications and regional associations. Take pictures, document the event and publicize after the event as well.
6. **TELL THE STORY:** Discuss the value of promotional products, the strength of the industry and your facility's contribution to the community. Find talking points at [ppai.org/law](http://ppai.org/law).
7. **MAP IT:** Map a route of the tour and make sure all attendees and company staff have a copy.
8. **REHEARSE IT:** Rehearse the walk during regular business hours and be sure to stay within your allotted time.
9. **FOLLOW-UP:** Send a thank-you note to your representative — showcase some of the key points made during your tour. Include pictures of the event with your note. Invite him or her to visit at any time.
10. **RECOGNIZE IT:** Recognize your representative with a promotional product to commemorate the visit. Be sure to also thank company staff who contributed their time and expertise to make the tour a success.

## SHOWCASE YOUR FACILITY WITH A SUCCESSFUL TOUR

For step-by-step guidance, read the National Association of Manufacturing's *Guidance To Successful Plant Tours For Elected Officials And Their Staff*.

### CONTACT PPAI TODAY FOR TOUR PLANNING CONSULTING:

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