

Tour Guideline- Global Fertilizer Day

Organizing the tour:

Step 1- Organize planning group

This group focuses on the logistics behind the tour and ensures all the further steps have/will be taken.

Step 2- Find a suitable room for the government officials to address your employees and guests

The government officials will want an opportunity to speak to your staff and guests. Have a microphone and podium at the ready, with backups as well. Light refreshments are recommended.

Step 3- Designate a tour guide/leader

The tour guide should be a senior staff member that knows the facility's operations in and out.

Step 4- Decide who will accompany the government officials during the tour

Not all senior members of your company have to be present with the government officials for the entire tour. Although you should introduce them all at some point, only a handful of senior staff members are needed to accompany them during the tour.

Step 5- Hire/designate photographer

Have a photographer to take pictures of the visit. These photos are excellent opportunities to publicize the event, for the government officials to remember the visit and can be used internally in your newsletter.

Step 6- Research government officials' background

It's important to know about your government official guests and their history. This can help guide the direction of conversation and understand what they are more interested in learning about in regards to the tour.

Step 7- Draft government official guests' introductions

Choose a team member to introduce the government officials, as well as a communicator to draft up the introductory speech.

Step 8- Prepare questions

Think of any questions you might want to ask your government official guests before the tour. This way, you won't forget any key questions you wanted to ask when you're put on the spot.

Step 9- Make name badges

Create name badges for the visiting government officials and any staff who accompanies them, as well as your own employees that help conduct the tour.

Step 10- Prepare an information packet

Prepare something for the government officials to bring home that highlights what your company does, how it benefits the economy, how many employees you have, its community impact, etc.

Step 11 – Invite media

Send out a media advisory a few days before the event. The government officials will appreciate the news coverage and this will gain exposure for your company.

Preparing for arrival:

Step 1- Provide clear directions

Ensure your guests know what entrance to use. Signs leading up from the main road can be useful to ensure there is no confusion on where to go.

Step 2- Designate greeter(s) to welcome guests on arrival

Greet all guests at designated area. Hand out the name badges to government officials and staff. Be prepared for any unforeseen circumstance, like an umbrella for government officials in case of rain.

Step 3- Designate someone to take notes

Detailed notes of the tour help you to remember exactly what was discussed and how the tour went.

Step 4- Determine what, if any, machinery will be in operation

If you have a machine you wish to demonstrate to your guests, make sure all the proper safety steps are in place.

Conducting the tour:

Step 1- Provide safety equipment to tour guests, if applicable

Provide your guests with any items necessary for a tour, such as a construction helmet, safety goggles, gloves, etc. Do any needed safety training or disclaimer before the tour. It is also a great opportunity to create a gift for the government officials (a custom hardhat for example).

Step 2- Show guests how your facility operates

Demonstrate the step-by-step process behind your facility, the different stations and what happens in each of them.

Step 3- Let the government officials be active

Have them interact with your employees, shake hands, run one of your machines if it's safe, put something together, etc.

Step 4- Mention any prepared talking points for government officials during the tour

Prepare specific answers to expected questions, mainly on the impact you have in the community/district. Keep the following in-mind when creating your answers

- Success stories: Inform your government officials about your company's history, including total investment in facilities and equipment. Discuss the impact that legislation and/or regulation (both positive and negative) has on your company.
- Jobs: Discuss the number of people employed in your plant and others around the province or country; labor unions represented in your plant; and worker health, safety and training programs.

- Payroll and benefits: Discuss wages and the types and value of employee benefits, including profit-sharing, recreational programs, health or sports facilities, credit unions, child care, educational support and discount purchases of company products. (Remind your visitors that each wage dollar multiplies in the wage earner's community in the form of rent, food purchases, clothing purchases, medical expenses, etc., before it goes to out-of-town suppliers.)
- Community impact: How much does your company pay in federal, provincial and local taxes? What are your local expenditures to purchase supplies, materials and services? Do you host town hall meetings? Does your company participate in community charities? Tell the government officials about your active role as a good corporate citizen.

Following up after the tour:

A facility tour enhances the mutual understanding between you and your elected officials. To make certain that they remember you and your tour, follow-up efforts are extremely important.

Step 1- Send out press release

Send a press release to local and industry focused media. Not all media outlets can attend the tour, but are likely to write a piece about it regardless. Send pictures taken during the tour as well.

Step 2- Use social media to recap the tour

It will spread public awareness of tour's success, your company, and show the government officials care about the fertilizer industry.

Step 3- Send thank you note to government officials

It's important to show appreciation for you government officials to have taken the time to come for the tour. Bring up any key conversation points. Invite them to return any time and to upcoming company events, such as annual picnics for example.

Step 4- Send photos to the government officials

The government officials will appreciate the thought behind sending them the pictures and helps them to remember you and your company.

Step 5- Provide press coverage

Send the government officials any press coverage that the tour generated, as well as your company's newsletter that details the day. They will appreciate seeing their names in the news.

Step 6- Thank your own staff

Without your employees who helped, the tour could not have happened. Be sure they are aware of the importance their work efforts on the tour were.

Step 7- Tell us about the tour

Inform us about how the tour went. We want to know about your new found relationships and how successful the tour was.

DRAFT 33