

# Sign Mfg Day Workshop Series: Maximizing Your Engagement

## Seven Steps for Event Day Success

**Sign MFG Day**

[signs.org/mfgday](https://signs.org/mfgday)

**3,000+**

**students were exposed to potential industry careers**

**88** **companies connected**  
**with future employees**  
**and advocates**

23% had considered an industry career before going on a tour

**86%** **would consider an**  
**industry career after**  
**the tour**

### Build Relationships & Connections

- Internships
- Co-op Programs
- Job Shadowing
- And more

# Number 1: Complete a Final Review of the Preparation Checklist.



By now you should have finalized:

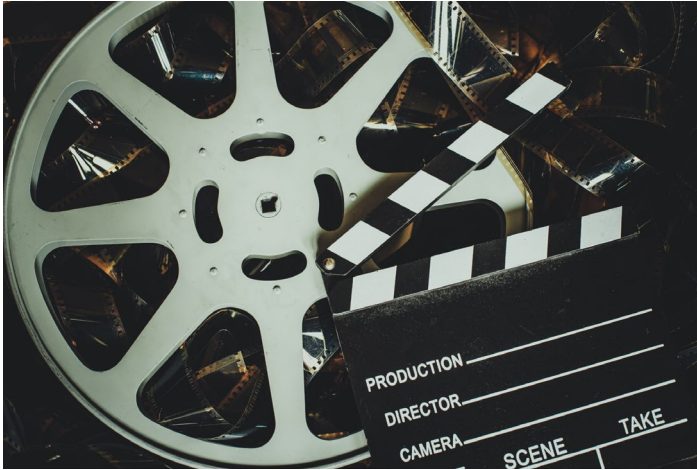
- a. Event Content
- b. Event Route Plan
- c. Event Speakers
- d. Social Media
- e. Information Packets
- f. Post Event Thank-you email
- g. Post Event Survey

## Number 2: Signs Matter! Make Yours Count!



A smile is the universal welcome.

## Number 3: Speaker Prep – Scripting is OK.



You don't have to win  
an Academy Award, but  
you want to plan what  
to say.

## Number 4: Be Relatable – Laugh a Little.



Know your audience and  
don't always be serious.

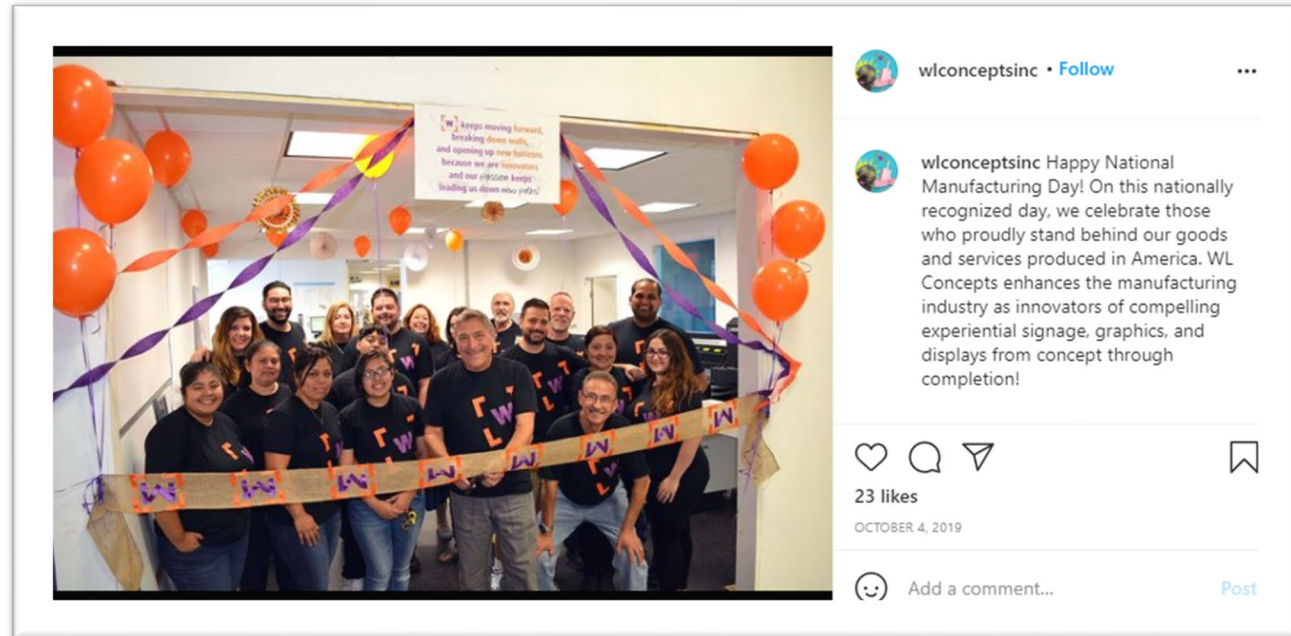


# Number 5: Promoting Your Event



← Company photo w/no students = no permission needed

Company photo with students = permission needed



# Number 6: Give Your Students Their Own Photo Ops!

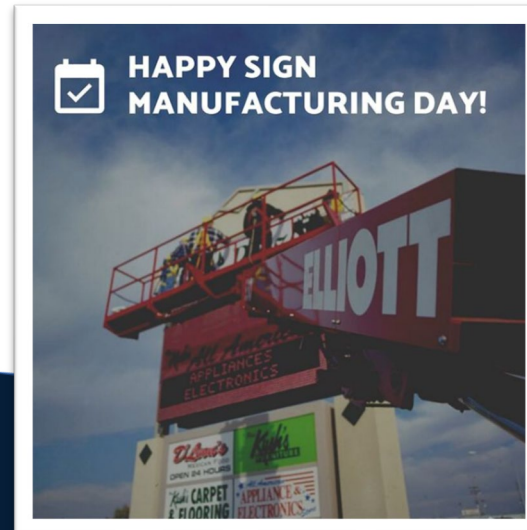


What can / can't be  
photographed?

# Number 7: Build In Flexibility

## Things to Plan For:

- I. Traffic Issues
- II. Cancellations
- III. Company Issues
- IV. Other Problems







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## Contact Information:

Allie Kunc

Membership Manager

703-299-1775

[allie.kunc@signs.org](mailto:allie.kunc@signs.org)

Sign Manufacturing Day [www.signs.org/mfgday](http://www.signs.org/mfgday)

Sign Manufacturing Day email: [workforce@signs.org](mailto:workforce@signs.org)