Marketing Your MFG Day Event: 3 Steps for Success

**Step 1: Take Pictures Worth a Thousand Words**

Appoint someone to take photos of your event. Try to capture a mix of action shots and posed pictures. Be sure to consider the background, remembering that the pictures are another opportunity to display modern manufacturing.

**Step 2: Get Attendee Insights on Video**

Ask event speakers and attendees to participate in short, on-camera interviews. Record the videos in a quiet place, off to the side of your event. A handheld video camera or cell phone camera will work fine.

Sample questions for video interviews include:

- What made you decide to come to today’s event?
- What most surprised you about today’s event?
- Did today’s event change the way you think about manufacturing?

**Step 3: Share the Love**

Upload and share pictures and videos on your company’s social media accounts using the hashtag #MFGDay.

Make sure that your PMA team can see and share your posts by tagging PMA. Find us on Facebook and @PMATalk to tag us on Twitter.

If you have questions or want more support, please contact info@metalworkingadvocate.org.