

# GET IN TOUCH

## **Amanda Carlson**

Temple EDC Director of  
Marketing & Communications

ACarlson@TempleEDC.com  
254-773-8332

## **Whitney Theriot**

Temple Chamber of Commerce  
Vice President/COO & Director  
of Communications

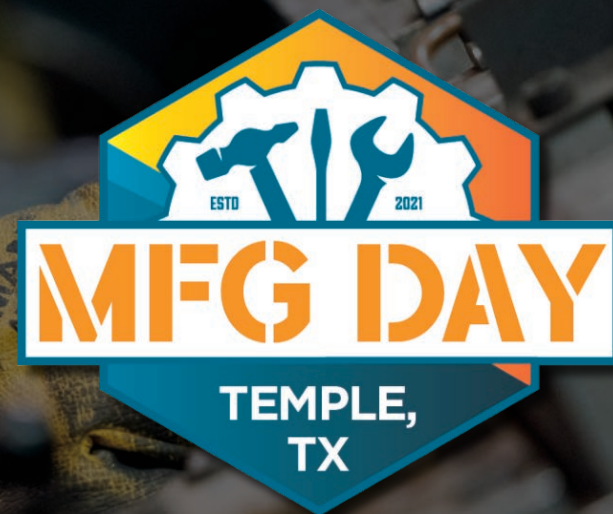
Whitney@TempleChamber.com  
254-773-2105

## WHAT IS MFG DAY?

MFG Day is an nation-wide initiative of The Manufacturing Institute, with the Fabricators & Manufacturers Association as a founding partner. Every year since 2021 the Temple EDC's talent attraction brand Meet Temple and the Temple Chamber of Commerce have collaborated to bring MFG Day to Temple, TX.

Held annually on the first Friday in October with events that take place

throughout that first week, Temple's MFG Day helps show the reality of modern manufacturing careers by encouraging local companies and educational institutions to open their doors to students, parents, teachers and community leaders. MFG Day empowers manufacturers to come together to address their collective challenges so they can help their communities and future generations thrive.



**2023**  
**TEMPLE, TX**  
**MFG DAY**

*Meet Temple*  
TEXAS



**Friday, Oct. 6**

# BENEFITS OF PARTICIPATING IN MFG DAY

## Positive Brand Association

Align your organization with a brand that attracts universal positive sentiment.

## Supporting HR, Communications, CSR and Public Relations Objectives

Help support improved perceptions of manufacturing careers, while leveraging MFG Day's track record with your community, policymakers, and the media to increase exposure for your community.

## Targeted Visibility

Through engaging activities like facility tours, demonstrations, and job fair participation, local manufacturers can attract a diverse audience, including customers, students, educators, and job seekers. This targeted visibility enables manufacturers to showcase their capabilities, products, and job opportunities, establishing themselves as industry leaders and generating leads for future partnerships and opportunities.



## MFG DAY 2023 ACTIVITIES

Landing Page	Organic Media	Paid Media	Kickoff & Leadership Tour	TISD Activities	Job Fair
Webpage created specifically for Temple's MFG Day Launches Sep. 1, 2023	Posts on both Meet Temple & Chamber social profiles throughout September and early October Social media toolkits for partners Press Release Press Collaborations	Meet Temple to dedicate advertising dollars toward targeted social media ads throughout September and early October Promoting job fair with the goal of increasing attendance and visibility	<b>Oct. 2</b> Breakfast networking event with a "Manufacturing Week" proclamation from the Mayor Local leaders tour a host facility and 'kickoff' week Chance to engage local leaders with area operations	<b>Oct. 3-5</b> Facility tours for local students Two days of on-site tours 8:30 - 12:00 30 students broken into smaller groups on site One day 'Career Day' at TISD facility	<b>Oct. 6</b> 10:00 am - 2:00 pm Friday, Oct. 6th First hour (10-11) will be 'TISD Senior Hour' Focused on the manufacturing industry and hosted at Workforce Solutions at 201 W Avenue A, Temple, TX



2023 Interest Form