

# 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](mailto:info@metalworkingadvocate.org).