

Manufacturing Tours



Factories, distribution centres, plants and other industrial facilities welcome visitors daily to get an insider's view of the products and manufacturing process. For some companies, these tours are focused on VIPs, potential clients and partners. For others, it's interested tourists and community members. For whoever is visiting, guided tours can be an unforgettable experience.

Being able to provide a live, behind the scenes look at what makes your company work can be an effective and exciting marketing tool when done correctly.



As you prepare to conduct a tour of your facility, consider why you're doing it and who your audience will be. When you know this, you can create a successful tour that exceeds participant expectations.

The purposes for conducting a tour include:

Show off the company and products: Giving people a behind the scenes look at your company, manufacturing facility and products can help build stronger brand and appreciation among participants. When people have a better understanding of who you are on the inside, they will be brand champions.

Demonstrate processes and technologies: People are naturally curious and want to know how things are made and what makes them tick. Demonstrating your processes and technologies is a strong way to help tour participants connect with your company and products through a greater understanding of how they are developed.

Community relations: Building strong relationships within the community is essential for any manufacturing facility. This includes people who live nearby, government officials and other community leaders and tourists who are looking for something interesting to do while in town.

Investor relations: Keeping investors happy can be a full-time job. Taking investors on a VIP tour can increase understanding of who you are and what they're investing in, which can effectively increase their passion and support of your company and products.

Orient new employees: When you bring on new employees, giving them a tour of the facility will help them know and appreciate the work they're doing, and give them greater insight into the overall vision of the company.

Manufacturing tours are an effective marketing tool because people can immediately see the value and utility of your products and processes. But that's only when tours are done right. If you keep your audience in mind and plan accordingly, you'll find tours to be one of your most successful and rewarding promotional activities.

Listen Technologies Corporation believes your audience is there to learn or to be entertained, and that they ought to enjoy a personalised, enriching auditory experience. Many environments present challenges for the listener to clearly hear, appreciate, and understand what is being communicated. Listen is committed to ensuring that our products provide the auditory experience your audience deserves. Listen's line of portable tour guide systems deliver on this commitment by providing a carefully tuned system of products that makes the process of specifying, ordering, and use of the system simple and straight forward.

A Listen tour guide system functions like a low power radio station that broadcasts sound to receivers within range (up to 100m) of the transmitters. The wireless tour guide system is a great way to deliver interference-free, clear sound directly to each individual, dramatically enhancing their individual experience and ensuring that they get the full experience they desired.

Listen's wide range of channels means you can use one or more systems in one area without interference. When conducting multiple simultaneous tours, the LCD Display makes it easy to select the correct audio presentation.

Deliver your message clearly, even in the noisiest environment! Listen's hands-free equipment allows you to deliver key information clearly and safely while moving around your operation.



Customise tours for your international guests by providing a system for delivering simultaneous language interpretation. Your message will be heard clearly and in your guest's own language.



Accredited
Listen
Demonstrator
SIS

For more information on the Listen Technologies tour guide system or for a no obligation quotation please contact us-

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To help tour participants get the most out of their visit and to make sure they have a positive tour experience, the tour needs to be planned, coordinated and executed in a way that everyone on the tour can see and hear the amazing things the company has to offer.

Below are 5 key elements that can help every tour visitor have a positive, memorable experience.

Ensure that everyone can hear every word from the tour guide. Factories can be loud—if the participants can't hear, they will walk away with little more than a headache. An excellent solution for mobile tour groups is a portable tour guide system from Listen Technologies. A wireless microphone/transmitter broadcasts the speaker's voice to the tour audience. People on the tour have a personal receiver where they can adjust the volume control to suit their own needs. Gone are the days when a person in the back of the group is frustrated because she can't hear the guide's tantalizing commentary over the hum of the machines.

Plan the best route. A meandering route through the factory's innards usually isn't enough for a knock-out tour. The route the tour takes should be long enough to show off the amazing machines and other interesting areas of the facility but not too long to get monotonous. The tour should also include, but never interfere with employees as they busily engage in their daily activities. The Health and Safety officer must be informed of the proposed route so risk assessments can be carried out.

Write a Script. Some tours are replete with quips, jokes and other such wisecracks, while other tours, particularly those given to current or potential clients and customers take on more of a serious or impressive tone. Whatever the intention of the audience, a tour should never be conducted off the hip. The tour guide should be well versed on every aspect of the facility and the workings of the equipment.

"Right-size" the tour for the audience. Some tours are short and others can be relatively long; however, regardless of the length of the tour, it is important to ensure the message fits the audience. Tours give the opportunity to impress guests with a "behind the scenes" look at the manufacturing process, the company culture, and how many widgets are produced each hour, day or year. Interesting facts can make for a memorable tour.

Sell the past, present and future of the company. A tour is a great opportunity to discuss the history of the company, how it got to its current state and the innovations it is continuing to employ to take it into the future. Always highlight the benefits and remember that a great tour can be one of the most powerful sales tools a company has.