



Tour Toolkit: How Your Company Can Maximize Giving Tours

OVERVIEW

Giving company tours is a great way to introduce the world to the happenings of your organization.

Each company is different, and tours should highlight these unique traits, but having a general plan can go a long way in making sure your guests leave feeling informed, satisfied and eager to learn more.

This guide will give your company the tools to:

- ❖ Expose your company to new audiences
- ❖ Develop beneficial relationships with the community and potential employees
- ❖ Control your company's message and deliver it in a professional manner
- ❖ Understand your audience, including what their needs, wants, questions and concerns are



IN THIS GUIDE

❖ Creating Content

Learn how to create content for your tour, including visuals and surveys.

❖ Pre-Tour Prep

Develop a logistical plan to keep your guests engaged, from before they arrive until after they leave.

❖ Day of Tour To-Do

Develop a plan for the day of the tour, not just for you and your staff, but for the tour guests as well.

❖ Follow-Up

Tools to develop surveys and follow up with your visitors.

❖ Complete Checklist

Understand each step of the process of constructing an effective tour.

Creating Content

The most important part of a tour is the route itself. Having a plan for your guests, specifically where you plan to take them and what you plan to show, is extremely important.

Developing a Map

Create a map that highlights all of the important and unique areas of your company. While you may not want or need to give this diagram to guests, it is still important that the map be thorough and includes talking points for those leading the tour. Be brief but specific with the details.

With the map developed and labeled, the next step is to determine the most efficient route. Time is an important factor to consider, as are the areas in which guests may or may not be permitted.

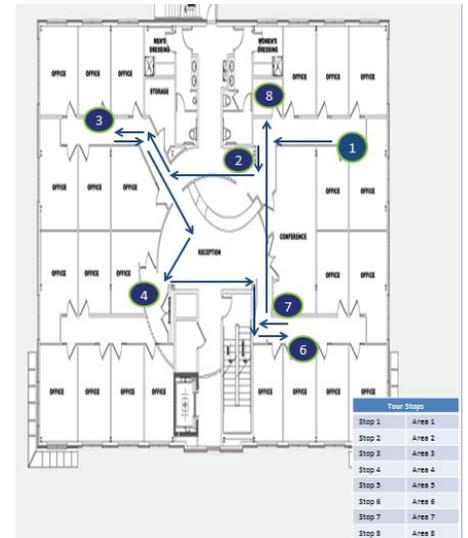
Develop Routes

Labeling a starting point, an ending point and each stop in order is a great way to break down the visit for guests and allow both them and the guide to manage everything smoothly.

Developing alternative routes for different situations or circumstances can also be beneficial. For example, for large or multiple groups of visitors, it will help congestion to spread people out throughout the building as much as possible.

Audience

Depending on your audience, you may need to develop alternative routes for different groups. High school students, for example, may not need to see and hear what clients or potential employees do.



[Download a free map template](#)

Developing Talking Points

With the map labeled and the route of the tour figured out, talking points may need to be developed, especially for guides new to giving a tour. While it is important to know what you want your visitors to see, it is just as important to know what you want them to hear.

Time is limited, so you want to be prepared to say the most important information about each section of the tour. You may not be able to cover everything, but main points should be expressed.

Numbering each stop on the map and developing a chart that corresponds to each location is an effective way to

format the right information to prepare for a tour. Developing a few bullet points in this chart for each stop keeps everything brief and manageable. Developing a separate page for an overall tour agenda can help plan your time as well.

As with the map, variations of talking points may need to be created to suit different groups and situations.

It is also important to remember that the tour may not follow the talking points completely. A question from the group may lead the conversation elsewhere, but that is OK! Talking points simply serve as a guide and at the very least, a foundation for the tour as whole.

Stop	Area	Talking Points
1	List area on map here	• Develop one-three bullets for each location to serve as your talking points
2	List area on map here	• Develop one-three bullets for each location to serve as your talking points
3	List area on map here	Develop one-three bullets for each location to serve as your talking points
4	List area on map here	• Develop one-three bullets for each location to serve as your talking points
5	List area on map here	Develop one-three bullets for each location to serve as your talking points
6	List area on map here	Develop one-three bullets for each location to serve as your talking points
7	List area on map here	Develop one-three bullets for each location to serve as your talking points

[Download a free talking points template](#)

[Download a free tour agenda template](#)

Developing the Introduction and Conclusion

Starting the Tour

Visuals Tell a Story

It is no secret that first impressions are important, which means the way you welcome guests matters.

Before the tour actually begins, meet in a room with the visitors. It is a great opportunity to welcome them, introduce yourself and also explain to them the story of the company.

Takeaways

Having something to hand out for each guest will give them something to literally take away from the day. This could be a notebook, a folder, a pen, something that is unique to the company or any combination. Regardless of what it is, the visitors will have something to remember their visit by when they walk out the door.

Any visuals are beneficial for this opening part of the tour. A PowerPoint, for example, is a solid way to present the story of the company.

What to include in a PowerPoint:

- A welcome slide/message
- Who we are
 - Company video (if available)
- Company history
- Employment opportunities
- Industry employment trends
- Company employment
- Culture of company
- Questions from audience



FAST FACTS

43%

Represents the increased persuasiveness of presenters using visual aids, according to a study conducted by 3M at the University Minnesota.

90%

The percentage of information transmitted through the brain that is visual, according to the 3M Corporation.

85%

The increased likelihood that a customer will buy a product after watching a video on it, according to the Internet Retailer.

65%

The percentage of visual learners in the population, according to the University of Alabama at Birmingham.

Ending the Tour

Q&A

Once the tour is completed, bring the group together again in a room to wrap things up.

Sitting them down one final time is a great way to reaffirm your message. More importantly, this is a great way for your guests to ask any final questions. The more they know about your company, the better.

Developing a Survey

This is also a good time to get feedback from your guests. Giving them a tour evaluation form is a great way to monitor how the process is going. The best way to do this is through a survey, which can be completed by your visitors before they leave.

Information to ask for in a survey:

- Name
- School
- Graduation Date
- Are you interested in employment (summer jobs, internships, etc.)?
- College plans
- Career Aspirations
- Did you enjoy your tour?
 - 1 (Not at all)
 - 2 (Not much)
 - 3 (Neutral)
 - 4 (Very Much)
 - 5 (Awesome)
- Anything we can do to make the tour better (open-ended)
- A space for contact information
 - Email/social media

Creating a survey for both students and administrators allows you to tailor your questions to specific audiences.

[Download a free survey template](#)

Staying in Contact

It may be beneficial to the visitors and/or the company to stay in close contact after the tour. Having contact information presented to visitors emphasizes that your company is willing to answer and follow up on any questions or comments they may have. Having this information listed on a brochure, card or any other form they may take with them keeps the possibility for future communication open and in fact, more likely.

Complete Checklist

Pre-Tour Prep

- Invite Tour Group
- Contact visitors to find out number of guests and their background (education, majors, etc.)
- Find tour guides
- Create agenda
 - **Download an agenda template**
- Prepare tour packets (any items you would like you visitors to have)
- Create presentation
- Reminders (1-2 days before)
 - Confirm with the guests the date and time they will arrive

Day of Tour To-Do

- Greet tour guests
- Presentation
 - Company history/overview
 - Career opportunities within company
 - Industry overview
- Tour** – Guide your guests through the facility, following your map and talking points
- Closing** – Bring your guests to a room where you can take further questions and distribute surveys

Post-Tour

- Enter tour/survey data into a spreadsheet to monitor feedback
 - Keep track of any promising candidates for employment
- If necessary, follow up with guests based on responses in tour surveys