

PLANT TOURS



# Manufacturing Plant Tour

**Guide & Checklist**



How can you **differentiate your organization and message** with a manufacturing facility tour?

# TOURS



## Show...and tell.

Those who tour your facility get a first-hand look at your manufacturing capabilities, processes, quality controls, personnel and state-of-the-art equipment. Providing value to your tour guests starts with great communication – before, during and after they enter your facility.

Use this guide to help plan a memorable and valuable experience that puts your brand in its best light.



### COMMON TYPES OF

## Factory Tours

- **Prospective Customers**  
Make a good impression
- **Potential Recruits**  
Create a competitive advantage for skilled labor
- **Stakeholders**  
Showcase why your company is a worthy investment
- **Dealers**  
Strengthen your partnerships with vendors and dealers
- **Walkthroughs**  
Equip management for Gemba and safety checks
- **Training**  
Ensure your team is empowered to do their best work
- **Students**  
Help young people get excited about a career in manufacturing
- **Tourism**  
Make your facility a destination



# Tour Planning Checklist



Manufacturing facilities aren't typically designed to accommodate large groups of people, making it difficult to navigate efficiently and safely. With our helpful checklist, you can cover all the bases from the moment your guests drive in the parking lot.

## Facility Prep

- Ensure the building's exterior is clean (sidewalks, landscaping, etc.) – make a great first impression
- Provide directional signage as needed for entrances or parking
- Provide welcome signage
- Assign someone to greet guests as they arrive; consider a welcome message from senior leadership
- Provide a space where all guests can gather for instructions and to receive their audio headsets and any other safety gear
- Clear work aisles and clean workstations top to bottom



## Tour Prep

- Map out your tour route to identify potential bottlenecks or issues
- Determine whether you need one-way or two-way communication (i.e., Do you want to allow guests to ask questions during the tour?)
- Confirm your guest list and arrange tour guide equipment rentals at least one week in advance
- Perform a practice run-through at least one day in advance
- Confirm timing – if two-way communication is desired, allow extra time for questions and answers
- Inform staff – consider having them wear company-branded clothing
- Inform any staff who may be called upon to share during the tour and provide training on how to use microphones and/or headsets
- Identify whether language interpretation services or assistive listening devices are needed for international or hearing-impaired guests

# ADA-Compliant Assistive Listening

The Americans with Disabilities Act (ADA) requires employers to provide accommodations for employees with hearing impairments. Providing the same courtesy to your tour guests helps promote inclusivity and ensures that everyone hears the same message.

ADA-compliant commercial-grade training headsets can be configured to provide assistive listening for those with hearing impairments. Similarly, headsets can be configured to allow multiple language interpreters to listen to a presenter on one channel and speak to international guests on another in their own language.

FACTORY FLOOR SOUND LEVELS  
Often exceed 85 dB —  
as loud as a leafblower  
or lawnmower!

For loud shop floors, ensure that guests can hear comfortably and without the risk of hearing damage by using NRR-rated headsets.

[LEARN MORE](#)



## Safety

- Inform guests in advance about any recommended attire (no open-toed shoes, loose clothing, etc.)
- Provide necessary personal protective equipment (PPE) — steel-toe accessories, hard hats, safety glasses, hearing protection, etc.
- Provide audio headsets for loud or sound-challenging environments (consider noise reduction rating (NRR) headsets or earbuds if required)
- Communicate safety reminders before departing on the tour

## Added Perks

- Provide refreshments when appropriate
- Offer hands-on activities or equipment demonstrations
- Offer samples of your products
- Provide branded giveaways like company apparel, mugs, etc.
- Develop an exit survey to help improve future tours



# Tour Guide Headset Feature Comparison

A poor experience with high-profile tour guests could have disastrous financial implications and reflect poorly on your brand. One of the best ways to ensure they hear your message loud and clear is to use the right professional tour guide equipment.

Depending on the experience you wish to create, we typically recommend one of the following systems. Explore their features below.

## COMPARE

Feature	ListenTALK	Williams AV Digi-Wave	Sennheiser 2020	TGS-900
Intuitive operation	✓	✓	✓	✓
ADA-compliant	✓	✓	✓	✓
Hands-free microphone option	✓	✓	✓	✓
Hand-held microphone option			✓	✓
Two-way communication	✓	✓		
One-way communication	✓	✓	✓	✓
Noise-canceling headset option	✓	✓		
Language interpretation mode	✓	✓		
Multiple presenters and groups	✓	✓	✓	✓
Near Field Communication (NFC) pairing technology	✓			
Docking stations for charging	✓	✓	✓	✓
Flexible configurations and accessories	✓	✓	✓	✓
Encrypted audio for privacy	✓	✓		
Ability to fine-tune microphone settings to attenuate background noise	✓	✓	✓	
Rental option	✓		✓	✓
Purchase option	✓	✓	✓	✓
Demo option	✓	✓	✓	✓

**Not sure?** Our audio communication consultants can help you customize a solution.



# Renting vs. Buying a Tour Guide System

## Buy

Those who conduct more than three tours annually often prefer to purchase equipment so it's on hand and can be used on a regular basis for tours, training or other applications.

## Rent

Infrequent, complex or high-stakes events often necessitate renting to help ensure there are enough headsets and that they're configured properly. If you own headsets and need additional units for a special event, you can easily rent more.

## Demo

Whether renting or buying, consider requesting a custom-configured demo in advance of your tour to ensure it meets your needs.

**There are always exceptions.** Work with an audio communications expert to help determine which system is right for you and to guide you toward a rent vs. buy decision.

[REQUEST CONSULTATION](#)



HOW DOES A

## Free Demo Kit Work?

If you have time prior to launching your tour event or program, a demo is strongly encouraged. This allows your planning team and key stakeholders to envision which tour guide system will meet the needs of your specific group and environment.

Implecho offers the following easy, no-cost demo programs so tour planners feel confident in their selection and setup.

- Customized demo kit with a sample set of system and headset options
- Same-day ground shipping to anywhere in the U.S. with options for Canada
- Personalize assistance with your rep and how-to materials
- Selection assistance to guarantee a best-fit system
- Included return shipping labels to complete the demo

[REQUEST DEMO](#)



## On-Site Service

Complex tour events that have several presenters, groups and transitions, along with other needs like assistive listening, NFC pairing capabilities or multiple accessories, often benefit from having an onsite audio communications expert to handle all the details. Implecho offers start-to-finish on-site services to allow tour planners to focus on their guests.



### Ensure Success from the Start

Whether you need tour guide headsets as part of your day-to-day operations or for a high-stakes event or stakeholder visit, you need assurances that your system will perform when the pressure is on.

# SUCCESS

## Choose the Right Audio Solution to Meet Your Unique Needs

Implecho's team is highly skilled at helping determine a just-right solution with expert sound advice that is tailored to your needs. Contact us today.

GET STARTED

