

A GUIDE TO HOSTING A SUCCESSFUL GLOBAL FERTILIZER DAY EVENT

GLOBAL FERTILIZER DAY

GETTING STARTED



Global Fertilizer Day has been designed to expand knowledge about and improve general public perception of the fertilizer industry and its value to agriculture, the U.S. economy and the community in which you operate. Global Fertilizer Day events can be for students, parents, educators, media, customers, suppliers, elected officials and the community-at-large.

The most important element to Global Fertilizer Day is having events hosted at fertilizer manufacturing, production, transportation, research or retail facilities. Thank you for your interest in hosting a Global Fertilizer Day event!

In this guide, you will find the resources you need to successfully open your facility to community members in October for Global Fertilizer Day.

THIS IS YOUR OPPORTUNITY TO:

- + Tell your company and facility's story
- + Educate audiences about the importance of fertilizer
- + Inspire students to pursue a career within the fertilizer industry
- + Connect with potential customers in your community





COMPLETE EVENT CHECKLIST

01

PREPARING FOR A GLOBAL FERTILIZER DAY EVENT

+ SETTING UP A GLOBAL FERTILIZER DAY EVENT

- ☐ Determine the format of your event
- ☐ Determine the desired length of your event
- ☐ Email TFI Director of Political Affairs & Communications Chris Glen at cglen@tfi.org to register your event (for number tracking purposes and year-over-year participation growth goals)
- ☐ Decide who to invite
- ☐ Send invitations
- ☐ Track and confirm RSVPs and follow up as necessary
- ☐ Distribute memo of visit to local employees and company leadership

+ PREPARING DISPLAYS/LITERATURE

- ☐ Determine product display, if applicable
- ☐ Gather company literature and background materials
- ☐ Display TFI materials such as the State of the Fertilizer Industry report

+ ORGANIZING A FACILITY TOUR



- ☐ Designate an internal planning group, if necessary
- ☐ Craft a welcome and introduction to start the event
- ☐ Establish the look and feel of a welcome area for attendees/guests
- ☐ Create name badges for guests and staff
- ☐ Determine required safety equipment
- ☐ Prep tour guides (if a tour is part of the event)
- ☐ Craft a tour script
- ☐ Hire/designate a photographer
- ☐ Prepare an information package about your company and facility
- ☐ Research talking points, your company story, current events, legislative asks, etc.

+ PLANNING FOR THE MEDIA

- ☐ Draft a media advisory or press release
- ☐ Prepare area for day-of news media
- ☐ Prepare a message or statement from the CEO or local management team leader

02

HOSTING A GLOBAL FERTILIZER DAY EVENT

+ PREPARING FOR ARRIVAL

- ☐ Designate a notetaker
- ☐ Determine what machinery/equipment will be in operation and what areas of the facility will be part of the tour
- ☐ Provide directions to the facility for guests

+ CONDUCTING A FACILITY TOUR



- ☐ Welcome guests on arrival
- ☐ Provide safety equipment to tour guests, if necessary
- ☐ Show attendees how your facility operates
- ☐ Let your visitors be active participants, as safety allows
- ☐ Pepper the tour with a handful of prepared talking points, facts or stories related to the facility or company

03

FOLLOWING UP AFTER THE EVENT

+ FOLLOWING UP

- ☐ Send thank-you notes to attendees
- ☐ Thank the facility staff
- ☐ Share photos with pertinent attendees
- ☐ Share your experience with TFI
- ☐ Provide press coverage
- ☐ Use social media to recap the event and share photos or video



PREPARING FOR A

GLOBAL FERTILIZER DAY EVENT



SETTING UP A GLOBAL FERTILIZER DAY EVENT

+ DETERMINE THE FORMAT OF YOUR EVENT

(presentation, facility tour, demonstration, field day, etc.)

+ DETERMINE THE DESIRED LENGTH OF YOUR EVENT

(1 or 2 hours, half day, full day, etc.)

+ EMAIL TFI DIRECTOR OF POLITICAL AFFAIRS & COMMUNICATIONS CHRIS GLEN AT Cglen@TFI.org TO REGISTER YOUR EVENT

(for number tracking purposes and year-over-year participation growth goals)

+ DECIDE WHO TO INVITE

(students, local schools, lawmakers, media)

+ ELECTED OFFICIALS: Do you have a legislative, policy or regulatory issue that your company or facility is dealing with? Now is the perfect time to invite them to come to your facility and let them see the issue first-hand.

- **Decide who to invite:** Is your issue a local, state or federal one? Invite the official who can help you.
- **Send the invitation:** Send an email to the official's office explaining who you are and that you'd like to invite the official to a facility tour or event. Include directions to your facility, as well as a requested amount of time.
- **Track and confirm RSVPs and follow up as necessary:** Call the official's scheduler to make sure the has been received. Make follow-up phone calls if the scheduler has not gotten back to you with an answer. Don't be discouraged if their participation is not scheduled or confirmed immediately.

- + **EMPLOYEE FAMILIES:** If family events aren't a common occurrence at your company, this is a perfect day to invite them to come and see where their family member works and learn what they do.
- + **POTENTIAL CUSTOMERS:** Give these folks a reason to want to do business with you. Invite them in on a day when they can see how great your company is and learn more about how you operate.
- + **CURRENT CUSTOMERS:** Make Global Fertilizer Day your annual customer appreciation day.
- + **SUPPLY CHAIN:** When was the last time you were visited by your banker, insurance agent or accountant?
- + **MEDIA:** Is there a local reporter who seems to have a serious interest in agriculture? Invite them to visit your facility on Global Fertilizer Day and use it as an opportunity to tell your company or facility's story.
- + **YOUTH GROUPS:** Get teenagers and students excited about the fertilizer industry by hosting a class field trip, inviting a school club or another organized youth group from the Boy or Girl Scouts, 4H, FFA, or a local church youth group.

+ TRACK AND CONFIRM RSVPS AND FOLLOW UP AS NECESSARY

+ DISTRIBUTE MEMO OF EVENT TO EMPLOYEES





ORGANIZING A FACILITY TOUR

+ DESIGNATE AN INTERNAL PLANNING GROUP, IF NECESSARY

+ CRAFT A WELCOME AND INTRODUCTION TO START THE EVENT

+ ESTABLISH THE LOOK AND FEEL OF A WELCOME AREA FOR ATTENDEES/GUESTS

+ CREATE NAME BADGES FOR GUESTS AND STAFF

+ DETERMINE REQUIRED SAFETY EQUIPMENT

+ PREP TOUR GUIDES (IF A TOUR IS PART OF THE EVENT)

+ CRAFT A TOUR SCRIPT

+ HIRE/DESIGNATE A PHOTOGRAPHER

+ PREPARE AN INFORMATION PACKAGE ABOUT YOUR COMPANY AND FACILITY

+ RESEARCH TALKING POINTS, YOUR COMPANY STORY, CURRENT EVENTS, LEGISLATIVE ASKS, ETC.

PREPARING DISPLAYS AND LITERATURE

Hands-on experiences are a great way to engage your audience. While you can't allow visitors to get up close and personal with your machinery, you can set up demonstration areas that let attendees get a little closer to the action and learn more about how your facility operates. Anything that allows visitors an opportunity to see and/or touch increases engagement and participation.

+ GATHER COMPANY LITERATURE AND BACKGROUND MATERIALS

+ DISPLAY TFI MATERIALS SUCH AS THE STATE OF THE FERTILIZER INDUSTRY REPORT

PLANNING FOR MEDIA

Media advisories, press releases, photo releases and letters to the editor are four tried-and-true approaches you can take to bring your Global Fertilizer Day event to the attention of traditional local media like newspapers, TV and radio stations.

For help identifying potential outlets, contact TFI Director of Political Affairs & Communications Chris Glen at cglen@tfi.org



PREPARING FOR THE ARRIVAL OF YOUR GUESTS

Make sure that all areas of your facility where guests will be are clean and free of clutter. The tour route should be a clear path with no obstacles or potential hazards. Remember, a clean shop is a safe shop.

Keep in mind what your facility looks like as visitors approach and enter. First impressions count! Make sure employees are dressed neatly on the day of your event. If they have a speaking role they should be wearing a name badge so that guests can address them by name with any questions or comments.

+ DESIGNATE A NOTETAKER

+ DETERMINE WHAT MACHINERY/EQUIPMENT WILL BE IN OPERATION AND WHAT AREAS OF THE FACILITY WILL BE PART OF THE TOUR

+ PROVIDE DIRECTIONS TO FACILITY FOR GUESTS



HOSTING A

GLOBAL FERTILIZER DAY EVENT



CONDUCTING A FACILITY TOUR

Global Fertilizer Day provides the perfect opportunity to share your company or facility's story with people outside of the agriculture industry.

+ THE QUESTION IS: WHAT'S YOUR STORY AND HOW CAN YOU MAKE IT MEMORABLE FOR YOUR GUESTS?

+ PUT UP A WELCOME SIGN

This is important both literally and figuratively. Put a sign on the door, shake hands with visitors, thank them for coming, and demonstrate your enthusiasm for the opportunity you have to share your company's information with them.

+ WELCOME GUESTS ON ARRIVAL

+ DON'T ASSUME VISITORS KNOW ANYTHING ABOUT FERTILIZER, IN FACT ASSUME THE OPPOSITE!

Start by creating a story of your company that anyone could understand. How did your company get started? What different types of fertilizer do you make? What are the differences in fertilizer? How are your products applied? Keep explanations simple and free of industry jargon.

+ TIPS FOR EFFECTIVELY COMMUNICATING WITH GROUPS UNFAMILIAR WITH AGRICULTURE AND FERTILIZER:

- + **PREPARE MATERIALS:** Prepare materials and talking points for guests that emphasize the benefits your facility brings to employees, suppliers and your area's economy. Put together a one-pager that highlights your company's characteristics and accomplishments.
- + **KNOW WHAT YOU WANT TO SAY:** Know what you want to say and how you want to say it. No matter how long you've been with the company, it helps to plan ahead. Make notes about what you want to say – from key points to fun anecdotes. How you tell the story also matters. Stand up and speak up. When you look and sound proud, that's the positive image visitors will take away. Make eye contact and smile! A smile changes your voice and the listener's perceptions.
- + **START STRONG:** Give them a reason to listen. Rather than starting your story with dry historical information, "ABC Company opened in 1922 and has operated out of three different locations," hook visitors right at the start with an interesting or engaging anecdote about how the company was founded, what makes it different and how you're a part of feeding the world.
- + **FIND YOUR HOOK:** If you're not sure what your "hook" is, ask yourself: How did your company get started? Who started it? What challenges have you overcome? What successes stand out? Is there something about your company that might surprise people?
- + **KNOW YOUR FACTS:** Back up your stories with facts. Know your numbers. Anecdotes backed up by figures create a strong impression.
- + **INVEST IN STUDENTS:** Student visitors? They are the workforce of the future. This is your opportunity to provide advice about the kinds of careers that your company offers and the type of training and educational coursework you seek when hiring employees. There are many jobs within the fertilizer industry, from engineering to scientific research to marketing. Make sure they know the exciting fields that exist within the fertilizer industry.
- + **AVOID JARGON:** Pretend that you're explaining facility operations to a 6-year-old. What language would you use? Avoid industry terms and business lingo that others don't understand.
- + **SHOW AND TELL:** When you read a magazine or newspaper, photographs capture your eye. Think of your facility as a photograph for your story. Point out interesting equipment and/or interesting people. Perhaps there's a safety feature no one would notice, but it makes a huge difference. Perhaps there's a third-generation employee on the floor. Show visitors why your facility is special.
- + **BE POSITIVE:** Wrap up on a positive note. It's important to give your visitors a chance to ask questions. However, people often hesitate to ask the first question. If no one raises a hand, take the lead: "I know one of the questions we're often asked is, "How much fertilizer do we produce each day?" Ask the question and answer it.

+ YOU CAN'T – AND SHOULDN'T – SHOW EVERYTHING

The quickest way to lose the interest of your visitors is to try to show every bit of your facility. What are the best places in the facility that highlight the work of your people and equipment? Pick a few stops that represent key stages within your operation and allow you to demonstrate what happens at your facility. Where will visitors get the best view? Can they hear you? Which of your team members are the most enthusiastic about their work and comfortable explaining what they do and why it is important to the process and the company?

+ PROVIDE SAFETY EQUIPMENT TO TOUR GUESTS WHERE AND WHEN APPROPRIATE

+ SHOW ATTENDEES HOW YOUR EQUIPMENT WORKS, HOW DIFFERENT ITEMS ARE PUT TOGETHER, WHAT NEW TECHNOLOGIES ARE BEING USED AND YOUR WORKERS' OVERALL PRODUCTIVITY.

+ LET YOUR VISITORS BE ACTIVE PARTICIPANTS

If feasible without shutting down production lines and equipment, offer your visitors the chance to address your entire workforce. Have guests do something “physical,” such as shake hands, watch a machine, examine your product or look at a computer screen.

+ MENTION ANY PREPARED TALKING POINTS DURING THE TOUR OR PRESENTATION



FOLLOWING UP

AFTER THE EVENT





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