



## Plant Tour/District Meeting Checklist

### Before The Invitation

- What is the purpose and desired format for the meeting? i.e., district meeting, plant tour, forum for employees, company picnic/event, etc.
- Will other companies be invited?
- How will pre-, during-, and post-visit/tour press be handled?
- Are there any special logistics or safety issues to consider?
- Contact ACC, your Government Affairs Office and/or your state CIC for coordination, suggestions, and/or additional guidance
- Review the congressional calendar for possible timeframes at:
  1. House:  
[http://www.house.gov/house/House\\_Calendar.shtml](http://www.house.gov/house/House_Calendar.shtml)
  2. Senate:  
[http://www.senate.gov/pagelayout/legislative/two\\_column\\_table/2008\\_Schedule.htm](http://www.senate.gov/pagelayout/legislative/two_column_table/2008_Schedule.htm)
- When contacting the congressperson's Capitol Hill (DC) office; let them know that you are trying to schedule a district event. Sometimes there is a separate district scheduler.
  1. Let the scheduler know that you have a presence (facility/employees) in the congressperson's district and that local company representatives would like to meet with the congressperson.
  2. Be flexible with the event date so that you can set up the meeting at their convenience.
  3. Be persistent with your communication efforts with continual follow-up!
- Most of the time you will be required to put the request in writing.
- Contact ACC for coordination, suggestions and additional guidance!

### **Spreading the Word:**

- Once the date, time and location have been confirmed, forward the information to key personnel and verify their participation and roles.
- Make sure your employees know that a special visitor will be on site and touring the facility, and make sure they know this is a unique opportunity to showcase the company and their efforts.
- Share highlights of the elected official's biography.
- Use posters, newsletters, emails, etc. to market the plant tour.
- Create a brief agenda for the event, emailing it to each attendee for comments. The Member may also want to see a copy of the agenda before the event – follow their lead on this.
- Upon confirmation, invite other companies to the meeting. If a plant tour is being conducted, the other industry people may only be permitted to attend the pre-tour issue briefing unless the host plant allows industry guest to see the plant.
- Determine and prepare the company/industry materials to be presented to the legislator.
- Schedule a pre-meeting with all attendees (except elected officials and staff, of course!) prior to the event to go through the agenda, roles and messages.

### **Conducting the Event:**

- Keep track of time and verify timetable of legislator before starting so you can adapt agenda, if needed.
- Senior executives on site should be on hand to greet the official and his/her staff
- Begin the meeting by recognizing all the attendees
- The host should provide a brief overview of facility/company/industry activity. During the plant tour, simply explain what occurs at key points and highlight products and end-products.
- The present companies should briefly identify the legislative issues important to them why they are important, and what outcomes they would like to see achieved.
- Provide the packet(s) to the elected official and staff.
- If the event is district meeting, the discussion of issues can be extended.
- Have a goal of conducting a plant tour in about an hour to an hour and a half and the district meeting 15 to 30 minutes. If a plant tour, leave time for the pre-and/or post-tour briefing as well as for some handshakes/chit-chat with employees along the way.
- Don't forget to take pictures of the event. Try to get both group photos and some candid shots.
- Offer to remain available to the official and his/her staff as a resource about the industry.

### **After the Event:**

- Send thank you notes to the elected officials with copy(ies) to all participating staff. Include relevant photos of the event as well as any press clippings of the event.
- Evaluate the event. Determine whether your mission was met, how you can make improvements, and how you can continue to develop your relationship with the elected official's office.
- Follow up on any discussion items that need further vetting or that required follow-up. Please coordinate these items with relevant ACC staff too.
- Follow-up with all site employees:
  - Thank them for representing the company so well
  - Encourage their active participation in the public policy process as grassroots activists and as registered, educated and active voters.