

CREATORS WANTED

PRESENTED BY



NATIONAL ASSOCIATION OF
Manufacturers



MANUFACTURING
Institute

NAM's PROMISE - GOALS

Creators Wanted is a solution for tackling manufacturing's perception challenge and creating demand for opportunities in modern manufacturing. According to The Manufacturing Institute manufacturers will need to fill 4.6 million jobs by 2028, and 2.4 million will be left unfilled because of these obstacles.

- ❖ Reduce the Skills gap in the United State by 600,000
- ❖ Increase the number of students enrolling in technical and vocational schools or reskilling programs by 25%
- ❖ Increase the positive perception of the industry among parents to 50% from the current 27%

HOW NAM WILL DELIVER

Creators Wanted Tour: A mobile and immersive experience of modern manufacturing that will tour 20-25 states over 18 weeks in 2020, building direct connections at highly attended events, such as festivals, conventions and major community gatherings, and providing significant visibility with policymakers, press and other key influencers.

The Making America Festival: To be held Sept.23-26, 2020,in Cincinnati, the Making America Festival will bring together 5,000 manufacturers, parents and students, policymakers and media to celebrate the industry and to network, connect and learn for the future.

Digital Amplification: A nationwide, targeted digital ad campaign will tell the story of manufacturers creating opportunities in the United States and enhance the industry's perception.

Sustaining efforts: The work doesn't stop in 2020. Creators Wanted is dedicated to the sustained workforce development initiatives at The Manufacturing Institute that target veterans, women, diverse communities and students.

➤ Audience Breakdown

GEN Z	MILLENNIALS	GEN X	BABY BOOMERS
Desire instagrammable experiences Tech savvy Want to be a part of the conversation Impulsive decision makers Exploring initial career opportunities	Desire Instagrammable experiences Tech-focused Willing to get their hands dirty Open to shifting careers	Brand loyal Easily reached via non-digital platforms Conscious about information sharing Question conventionality May require reskilling	Values money and assets Brand loyal Thoughtful about decision making Open to new experiences May require reskilling
Students			
Emerging Workforce			
	Parents		
	Teachers		
	Women		
	Veterans		
	Manufacturing Workers		

➤ Messaging

The Creators Wanted Tour will convey three core messages:

1

The manufacturing industry
is creating our future.

2

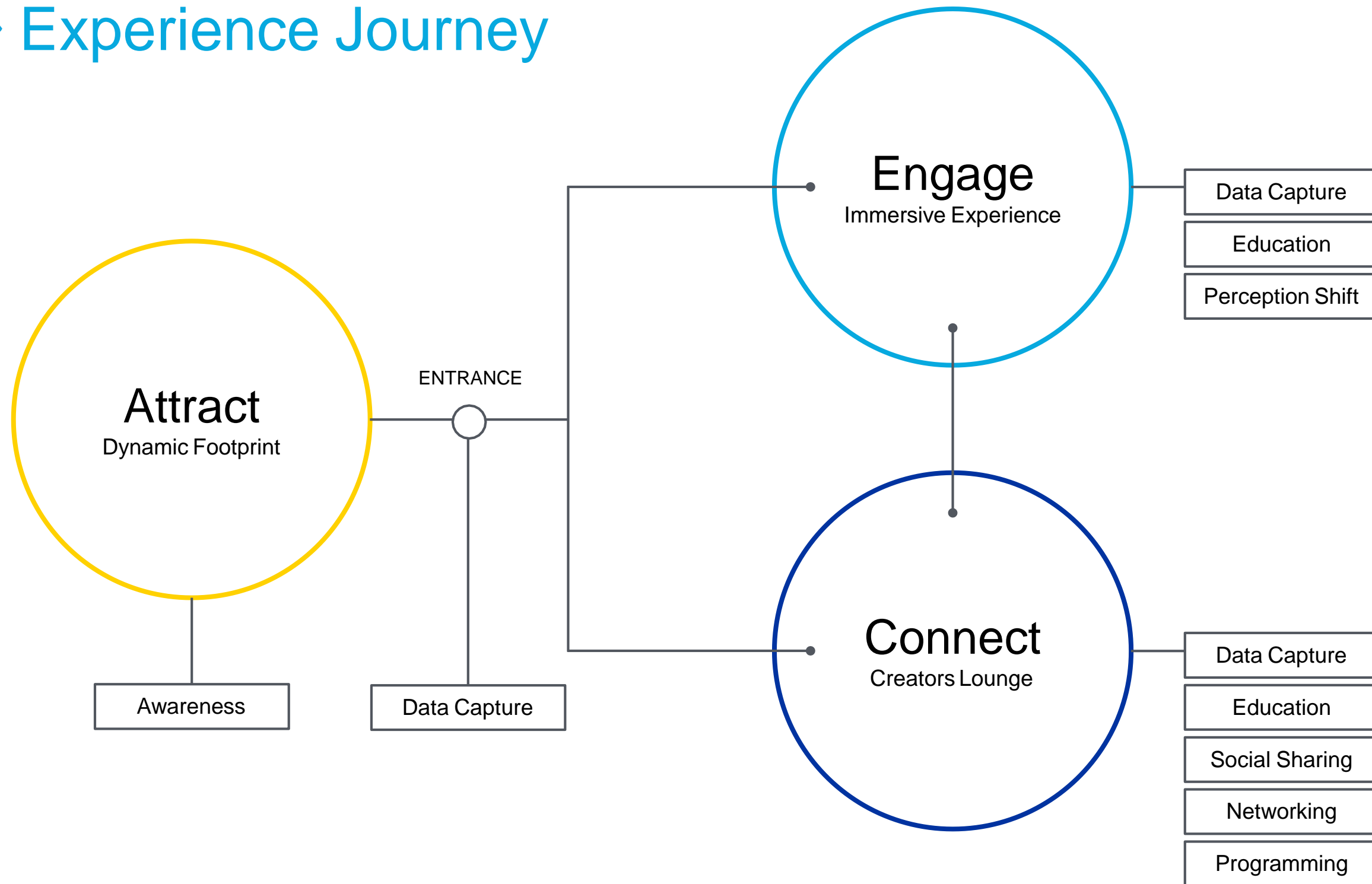
America's manufacturers
need and value creators.

3

Through human-machine-
technology teaming, the speed
with which manufacturers can
transform our world for the better
is exponentially higher.

The Creators Wanted Tour experience is designed to engage participants with these messages as a starting point to building enduring relationships with people who want to become manufacturers, grow as manufacturers and support the manufacturing industry.

➤ Experience Journey



Immersive Experience

Concept Render



Entrance Experience

Concept Render

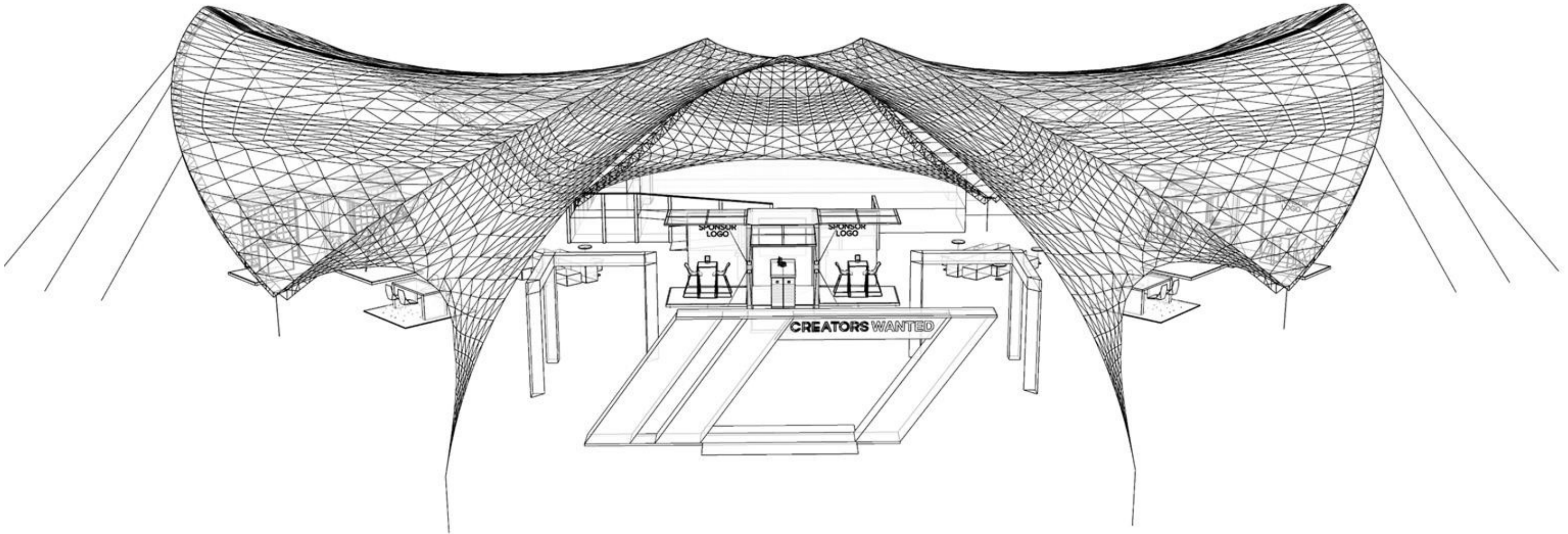
Our experience begins as guests are greeted by a brand ambassador and the rules of the game are explained.

To access the experience, guests take their place on their own individual pathways to unlock the door in front of them.



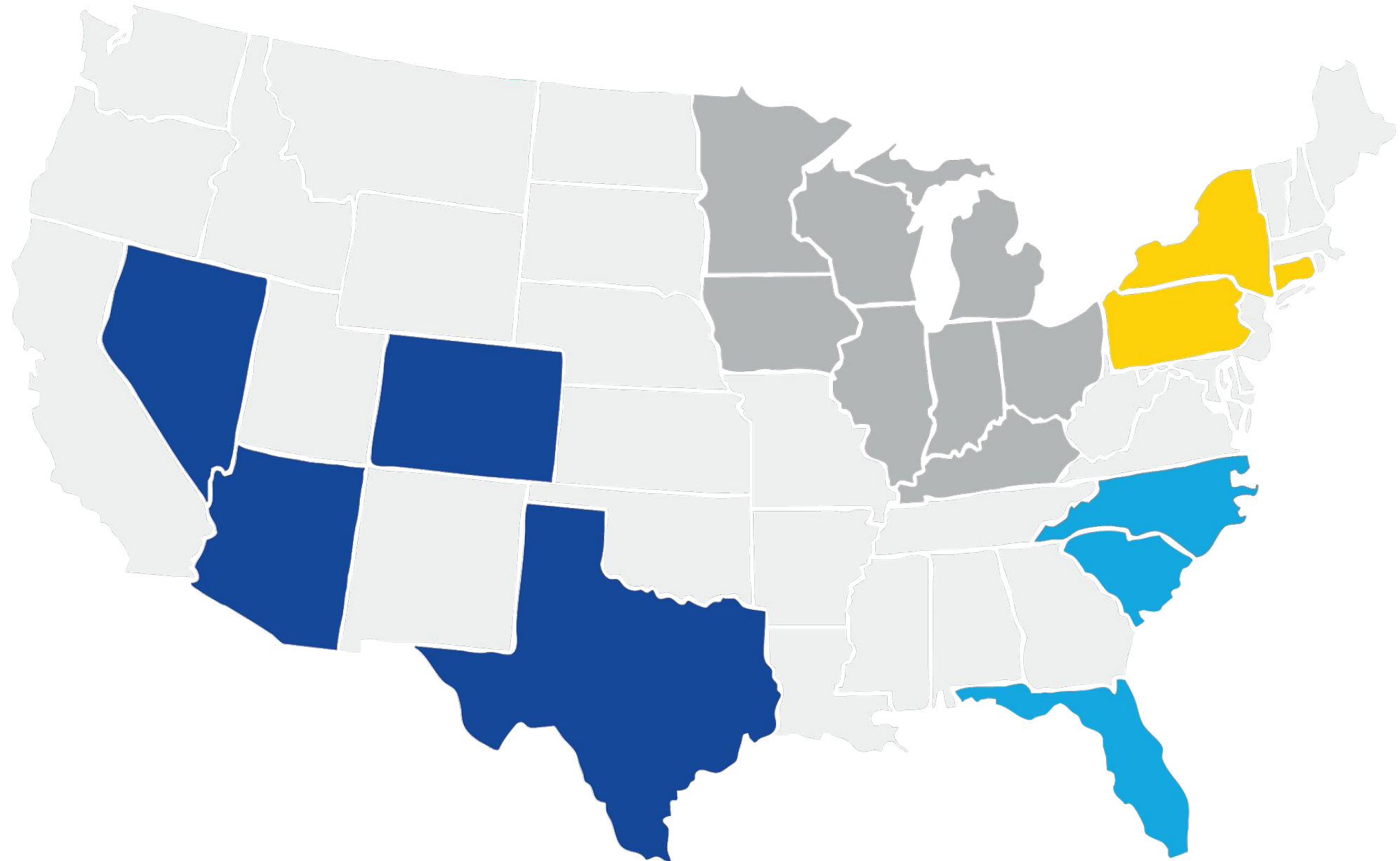
Creators Lounge

3D Drawing



➤ The Roadmap

- 1 NORTHEAST**
Connecticut
New York
Pennsylvania
- 2 SOUTHEAST**
Florida
North Carolina
South Carolina
- 3 SOUTHWEST**
Arizona
Colorado
Nevada
Texas
- 4 MIDWEST**
Illinois
Indiana
Iowa
Kentucky
Michigan
Minnesota
Ohio
Wisconsin



CREATORS WANTED

PRESENTED BY



NATIONAL ASSOCIATION OF
Manufacturers



MANUFACTURING
Institute