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

<table>
<thead>
<tr>
<th>GEN Z</th>
<th>MILLENNIALS</th>
<th>GEN X</th>
<th>BABY BOOMERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desire Instagrammable experiences</td>
<td>Desire Instagrammable experiences</td>
<td>Brand loyal</td>
<td>Values money and assets</td>
</tr>
<tr>
<td>Tech savvy</td>
<td>Tech-focused</td>
<td>Easily reached via non-digital platforms</td>
<td>Brand loyal</td>
</tr>
<tr>
<td>Want to be a part of the conversation</td>
<td>Willing to get their hands dirty</td>
<td>Conscious about information sharing</td>
<td>Thoughtful about decision making</td>
</tr>
<tr>
<td>Impulsive decision makers</td>
<td>Open to shifting careers</td>
<td>Question conventionality</td>
<td>Open to new experiences</td>
</tr>
<tr>
<td>Exploring initial career opportunities</td>
<td></td>
<td>May require reskilling</td>
<td>May require reskilling</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Students</th>
<th>Emerging Workforce</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parents</td>
<td>Teachers</td>
</tr>
<tr>
<td>Women</td>
<td>Veterans</td>
</tr>
<tr>
<td>Manufacturing Workers</td>
<td></td>
</tr>
</tbody>
</table>
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

**Attract**
Dynamic Footprint
- Awareness
- Data Capture

**Engage**
Immersive Experience
- Data Capture
- Education
- Perception Shift

**Connect**
Creators Lounge
- Data Capture
- Education
- Social Sharing
- Networking
- Programming
Entrance Experience

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
CREATORS WANTED

PRESENTED BY NATIONAL ASSOCIATION OF Manufacturers MANUFACTURING Institute