



# **Impress Your Future Workforce With a Company Tour**

**Karmen Wilhelm, APR  
Vice President of Marketing  
Van Meter Inc.**

# ICP Alliance Partner Associations





**Karmen Wilhelm, APR**  
**Vice President of Marketing**  
**Van Meter Inc.**



**Why should  
industrial distributors  
take time to give  
tours**

**Educate**

**Engage**

**Innovate**

**Celebrate**

{ The Experience }





Why is it important  
to know your  
**audience**

- **Students**
- **Candidates**
- **Customers**
- **Industry Partners**
- **Community**

*The more you know... the better you can customize the experience*





What things should you  
**consider**  
when giving a tour







Who should host or be  
**responsible**  
for giving a tour

# It takes a team!





What examples of  
**success**  
can you share

# Internships | Best Practice Sharing | Job Shadowing



Junior Achievement | Iowa BIG | Career Fairs



# Who has the next **Question**

# Thank You!



For information on any ICP  
program, visit:

[www.industrialcareerspathway.org](http://www.industrialcareerspathway.org)

Email:

[info@industrialcareerspathway.org](mailto:info@industrialcareerspathway.org)