Dear Young Alumni Coordinator:

The following document contains information that will be a useful tool in planning an “Aggie Networking Breakfast”. Please feel free to improve upon these ideas and customize the program for your Club.

This document shall give you an overview of the following items:

1. Event Overview
2. Advance Planning
3. “Aggie Networking Breakfast” example
   a. Suggested Agenda
   b. Opening Script
   c. Aggie Icebreaker
   d. Suggested text for communication pieces to be distributed to your constituents

Should you have any questions about the contents of this packet, please do not hesitate to contact your Regional Representative from the Young Alumni Advisory Council or Katy Lee ’08 at The Association of Former Students.

Good luck with your event and Gig ’em!
Event In A Box Template: “Aggie Networking Breakfast”

Event Overview

Summary:
- Aggie Networking Breakfast will be an open event geared towards young alumni meeting Aggies already in industry. An event of this nature can be hosted at a central/convenient location with no entrance fee and a minimum fee. This event would have an open format where members are encouraged to walk around and have conversation with Aggies present, exchange business cards. While there will be several people looking for jobs it is also important to encourage hiring managers to attend as well.

Objective/Goals/Purpose of Event:
- Encourage young alumni new to the area to get engaged in their local A&M Club.
- Promote interaction amongst Aggies already established in industry with those just getting their foot in the door.
- This network can also facilitate those in business come in contact with others in the same industry, potential clients, etc.
- Most importantly will help Ags in transition find new jobs
- Please have name tags available so those attending can include their name, class year, company they work for.

Target Date/Time of the Year:
- It would be ideal to host such an event once a month since there is not significant leg work required once the event is launched.
- An ideal time would be from 6:30AM to 9:00AM and encourage attendees to enter and leave as their schedule permits
- I believe hosting this event on a Wednesday or a Thursday would be beneficial since the beginning of the work week is usually busy.

Planning Committee (if applicable):
- I would recommend forming a committee of two to three members depending on the size of the club that would be in charge of this event.
- Volunteers might be needed to greet Aggies as they come in and hand them a name tags.

Marketing/ Promotions:
- Use social networking websites like Facebook, LinkedIn, Twitter and Post on Texags Forums.
- Contact professional groups in the area such as the Association of General Contractors, Society of Petroleum Engineers, Texas Aggie Bar Association, Aggie Real Estate Network, etc.
Event In A Box Template: “Aggie Networking Breakfast”

Advance Planning

Location/Venue:
- It is important that you pick a central location so it is not too far from the major business districts and plenty of parking is available. Another recommendation is to rotate venues in major metropolitan areas like Houston or Dallas. An example can be the Café Express in the River Oaks area of Houston, it has plenty of parking and is close to downtown, midtown, galleria, Washington avenue.

Food:
- It would be beneficial for the host club to negotiate a good deal with the venue so that an entrance fee of $3 or $5 will get attendees coffee/juice and light refreshments.

Entertainment:
- Having entertainment is at the local club’s discretion, but it might be more beneficial to just have an open event so attendees can talk/network. Having a speaker (maybe from a sponsoring company) will help draw a bigger crowd.

Sponsors/Sponsorships:
- All local clubs should seek sponsorship for this event from prominent companies in the area. These companies will be willing to pay for light refreshments and maybe have someone speak at the event; also assist in promoting the event.

Things to Consider:
- Please consider a location with plenty of parking and easy access to major working areas (downtown, midtown, energy corridor, etc.)
- Please look for prominent companies in the area to sponsor the event so keeping the cost for attendees down.
- Look to get a deal with restaurants like Café Express, Corner Bakery, etc. so that a fee of $3 or $5 can get participants coffee/juice and some snacks.
- Having door prizes would be an incentive to draw a crowd, something small like A&M T-shirt, etc.
- Ask attendees to bring several business cards to hand out.
Event In A Box Template: “Aggie Networking Breakfast”

“Aggie Networking Breakfast” Example

Suggested Agenda

Example 1

7:00 AM. – 9:00 AM  
(at the location of your choosing)

7:00 a.m. – 7:30 a.m.  Check in/Name tags and socialize
7:30 a.m. – 7:40 a.m.  Young Alumni Coordinator or Club Rep speaks
7:40 a.m. – 7:50 a.m.  Speaker or Sponsoring business speaks
7:50 a.m. – 9:00 a.m.  Open for networking/socializing

Example 2

7:00 AM. – 9:00 AM  
(at the location of your choosing)

7:00 a.m. – 7:30 a.m.  Check in/Name tags and socialize
7:30 a.m. – 7:40 a.m.  Young Alumni Coordinator or Club Rep speaks
7:40 a.m. – 7:50 a.m.  Speaker or Sponsoring business speaks
7:50 a.m. – 8:30 a.m.  Each member around the room gets a minute or two to introduce them and talk about their business/company. (Or that they are looking for a job)
8:30 am – 9:00 am  Open for attendees to network and exchange business cards
Event In A Box Template: “Aggie Networking Breakfast”

Suggested text for communication to be distributed to your constituents

FROM: ____________@AggieNetwork.com
SUBJECT:  Aggie Networking Breakfast

Calling all Aggies!

On _____________, the __________ A&M Club will be hosting an Aggie Networking Breakfast from 7:00 AM to 9:00 AM. This event is targeted to get Aggies in the area connected with other Aggies in industry that share similar goals & interests. We hope that you can join us and be sure to bring plenty of business cards.

Please RSVP to the Young Alumni Coordinator for the _____ A&M Club via e-mail at _________________.

In the Aggie Spirit!

Name Class Year

Young Alumni Coordinator
(A&M Club Name)
Contact Information