Howdy!

This packet contains all of the information that you need to host an “Event in a Box” event. This is a starting point for you to plan and implement this program. Please feel free to improve upon these ideas and customize the program for your Club.

The items contained in the packet include:

1. Event Overview
2. Advanced Planning
3. City Tour Example
   a. Suggested Agenda
   b. Suggested text for communication pieces to be distributed to your Gator Club to solicit participation

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!
City Tour
“Events In A Box” Template
Event Overview

Summary:
- The City Tour is a social event geared towards recent graduates or former students new to the area. It introduces former students to the city while building camaraderie with fellow Aggies.

Objective/Goals/Purpose of Event:
- Host an entertaining social event introducing former students to local attractions
- Encourage involvement in local events and activities

Target Date/Time of the Year:
- Depending on the size of Club, it would be ideal to host the event 1-2 months after each of the university’s three graduations
- At minimum, host the event after the Spring graduation to encompass a majority of new grads.

Planning Committee (if applicable):
- A planning committee should be formed to create the initial format of the event
- The planning committee should be sure to choose locations that are within close proximity to one another and provide accessible parking for the group to meet up with the A&M Club volunteer
- Once locations are chosen, volunteers should test drive the routes to ensure accurate time is planned to complete the scavenger hunt
- As needed, a planning committee may be developed to consider new locations
- Volunteers will be necessary to assist with navigating teams the day of the event

Marketing/ Promotions:
- Social Media (Facebook, Twitter)
  - A&M Club Facebook page/Twitter page
  - Young Alumni Facebook page/Twitter page
- Announcements at all club events
- Email to all Local A&M Club Members
  - The Association of Former Students can assist with this
City Tour
“Events In A Box” Template

Advance Planning

Location/Venue:
- The meeting location should be a centralized location with easily accessible parking
- The final attraction should be a local venue with food/drinks to encourage camaraderie after the event
- The initial meeting spot should be the same as the final attraction so that participants will have access to their vehicles
- Larger clubs should choose 3-4 attractions for participants to visit
- Smaller clubs should choose 4-5 attractions for participants to visit
- Attractions should include a variety of types of venues (historical landmark, concert venue, park, restaurant, museum, architectural structure)

Food:
- The final attraction should be a local food/drink venue
- 2-3 months prior, the club should arrange food/drink promotions with the venue
- 2-3 months prior, the club should reserve a room or area in the venue designated only for City Tour participants

Entertainment:
- Entertainment is not applicable to this event, unless desired by the Club

Volunteers:
- A visible amount of volunteers will be needed the day of the event to group off participants and hand out scavenger hunt lists and maps with the attractions pinpointed
- An active member of the local A&M club should be stationed at each landmark to present each group with an indicator of completion (ex. a sticker or initials on the group’s list)
- At least 1 volunteer should remain at the meeting location throughout the duration of the event
Sponsors/Sponsorships:
- The venue of the final attraction should offer specials to the participants to entice former students to socialize after the event
- If promotions are not available, consider talking with the venue about donating a portion of the proceeds to the local A&M Club or its scholarship fund

Things to Consider:
- Because this event involves the outdoors, make sure to consider weather conditions and decide if and how the event will continue or if it will be rescheduled
City Tour
“Events In A Box” Template

Suggested Agenda

City Tour
(Scavenger Hunt)
2:00 p.m. – 4:00 p.m.
at the location of your choosing

2:00 p.m. – 2:20 p.m. Volunteers begin to divide former students into groups
2:20 p.m. – 2:40 p.m. Groups arrive at 1st location
2:40 p.m. – 3:00 p.m. Groups arrive at 2nd location
3:00 p.m. – 3:20 p.m. Groups arrive at 3rd location
3:20 p.m. – 3:40 p.m. Groups arrive at 4th location (Optional)
3:40 p.m. -4:00 p.m. Groups arrive at final attraction (food/drink establishment)
and may continue to socialize afterwards
City Tour
“Events In A Box” Template

Suggested text for communication to be distributed to your constituents

<FROM: ____________@AggieNetwork.com>
<SUBJECT: Name of the Event>

Calling all Aggies!

On _____________, the _________ A&M Club will be hosting a City Tour Scavenger Hunt from 2-4 P.M. This is a social event to introduce alumni to local attractions. We hope that you will join us so that you can get to know your fellow Aggies and your new town.

We will be meeting at __________ at 2 p.m. Please contact ___________, the Young Alumni Coordinator for the _______ A&M Club via e-mail ______________________ or by telephone (___) ____________________ with any questions.

In the Aggie Spirit!

Name Class Year

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