Night at the Museum

“Events in a Box” Template

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. Night at the Museum Example
   a. Suggested Agenda
   b. Suggested text for communication pieces to be distributed to your Former Student target audience

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!
Night at the Museum

Event Overview

Summary:

- The Night at the Museum is a social event geared towards bringing together former students with a taste for the arts and history, and their families (*non-Aggie friends and family members will also be welcome to attend!)

Objective/Goals/Purpose of Event:

- Host a well-attended, entertaining, fun, social event involving foods and beverages.
- Enjoy local foods/beverages with local arts/history within your market.
- Provide a sense of community with a common ground of arts and history of particular museums in your local neighborhoods.
- Strengthen ties between local former student base, the A&M Club and The Association of Former Students.
- If successful, this event can become a semi-annual tradition, which all former students in the area are aware of, that can increase participation from a formerly “unreached” portion of the former student community.
- Expectations for the event should grow as knowledge of the event travels throughout the local Aggie Network.

Planning for the Event:

- This event will typically be held indoors, but is dependent upon your museum of choice.
- Planning for the event should begin two to three months out by acquiring the location of the event and beginning the process of soliciting food and drink donations from local area restaurants, grocery stores, breweries and/or beer distributors.
- Including food Trucks in larger cities are always a great idea.
- If you cannot get donations from local vendors, start small with just having a social gathering among local Aggies to have access to the Museum at different hours.
- Tickets should go on sale approximately six weeks prior to the event. (Should cover location costs and enhance scholarship fund(s), if applicable)

Planning Committee:

- There should be an event chair that is selected by the A&M Club to organize the details leading up to the event and be there to execute the event on the day it occurs.
- Volunteers will be necessary to assist with donations/setup and coordinating day of event items with the local museum.
- Do NOT turn away anyone who wants to help volunteer as they are going to be the support staff that you need and will be essential in helping spread the word to the community about the event.
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Marketing/Promotions:

- Flyers posted at the local museum
- Social Media – Facebook, Twitter, and even LinkedIn
- Email blast to all A&M Club members
  - *The Association of Former Students can assist with this*
- At all Club events announce and promote the event.
- Newsletter, if applicable
- Encourage ticket purchase ahead of time
  - “Early Bird” special for purchasing before ___/___ date
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Advanced Planning

Location/Venue:

- Ideal Venues
  - Art Museums
  - History Museums
  - Science Centers (Attract Younger Families)
  - Botanical Gardens

Food/Drinks:

- Consider a menu usually conducive to smaller gatherings:
  - Hor D’eurves
  - Wine/Beer Station
  - Local Food Truck

Entertainment:

- Refer to the Event Effort Matrix to determine suggested type of entertainment

Volunteers:

- Is this event going to require the help of volunteers?
- If so, what will they be doing?
- Does this also depend on the size of the Club?

Sponsors/Sponsorships:

- Is there sponsorship potential with this event?
- If so, give some ideas.

Things to Consider:

- Are there additional aspects of this event that should be taken into account?
- If so, provide details here.
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Aggie Night at the Museum Example

Suggested Agenda

Paris A&M Club Night at the Museum

6:00 P.M. – 8:00 P.M.

The Louvre
(address)

6:00 P.M.    Event is open for guests to start arriving
6:00 P.M.   Food/Drink Stations open, and background music begins
6:30 PM   Welcome by Paris A&M Club event coordinator and announcements
7:00 P.M.   Short guided tour of popular parts of museum
8:00 P.M.   Closing event remarks by event coordinator

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 Night at the Museum from 6 – 8 P.M. This is a social event aimed at bringing together the Aggie Community for a night of food/drinks and camaraderie.

Tickets go on sale ___________. Please contact ____________, Event Coordinator for the ________A&M Club at ____________@AggieNetwork.com for further details.

In the Aggie Spirit,

Name, Class Year

Young Alumni Coordinator

(A&M Club Name)

Contact Information