Objectives

➢ Telling Our Story: What are we? What are we not? —the network, the places, the outreach, the exhibits
➢ Defining Our Audience(s): Who cares about what we’re doing? Who should care?
➢ Choosing Our Media: Newsletters, print ads, email, web, radio, TV, big events—we can’t do it all!

Monday, June 27th

3:00 Exploratorium staff arrives in Fort Worth
6:30 Dinner with anyone who has arrived
8:00 Workshop lead staff review & do final prep

Tuesday, June 28th

8:30 Gather for snacks and caffeination
9:00 Welcome and Workshop Overview
   Including review of our previous partner meeting
9:30 Introductions
   As part of our intros, each museum cites 3 immediate marketing needs they’d like to address
10:15 Quick Break
10:30 Presentation: Getting to Know It
   Unveiling the TexNET Website, and introducing the Motion, Sound, and Weather Sets
11:15 Game: Naming Names
   What do we call these things?
12:30 Lunch & Open House
   Sharing media samples of marketing campaigns from our museums: what worked? what didn’t?
1:30 Activity: Picking Priorities
   Putting our money where our mouths should be.
2:15 Review
2:30 Hands-On: Making Media
   Spending our Ucko Buckos by creating The Real Goods.
3:30 Break
3:45 Presentations & Pulling It Together
   Strutting our stuff, and then looking for the common threads
4:45 Wrapup
   Looking Ahead to Tomorrow
7:05 Gametime: Texas Rangers vs. the Anaheim Angels
   Dubya’s ol’ team plays the nameleon California team at the Ameriquest Field in Arlington
Wednesday, June 29th

8:30   Gather for snacks and caffeination
9:00   Session: Branding TexNET
10:30  Quick Break
10:45  Session: Developing a Marketing Plan I
12:15  Lunch
1:00   Session: Developing a Marketing Plan II
2:00   Break
2:15   Session: (to be determined)
3:45   Session: Next Steps
       Connecting marketing and educational outreach
5:00   Happy Trails
       Saying good-bye
6:00   Departure
       66.7% of the Exploratorium group departs for DFW to catch 8:30 flight