

# TexNET Marketing Workshop

Fort Worth Museum of Science and History, Fort Worth, Texas • 27–29 June 2005

## 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!
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## 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 Bucks 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 Amerquest 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*