



Building Millennial Audiences:

Strategies from Funders and the Field

Watch & Talk Host Guidelines



American
Alliance of
Museums



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Watch & Talk: An Event Format

Watch & Talks provide a unique opportunity for museum professionals to engage with video content in a real-time group setting. In order to most effectively facilitate a discussion at your museum, AAM is providing the pre-recorded video content for this topic as well as an agenda with discussion prompts and activity instructions. In the past, Watch & Talks have been hosted as a complement to AAM's professional development webinars. The shift to using pre-recorded video content provides more flexibility for Watch & Talk hosts in terms of scheduling and the agenda. Watch & Talks are also a great opportunity for colleagues of all levels of tenure to hone their facilitation skills.

In most cases, a Watch & Talk will consist of:

- 30-60 minutes of video content with brief breaks for reflection
- 30-45 minutes of facilitated discussion and/or break-out activities
- 30 minutes of pre/post-event networking (optional)

For a total event duration of one and a half to two hours.

Content Description

Building Millennial Audiences: Strategies from Funders and the Field

The video content for this Watch & Talk was captured from a panel and subsequent interviews at AAM's 2018 Annual Meeting in Phoenix, Arizona: "Building Millennial Audiences: Barriers and Opportunities" featuring Christine Yoon, Program Officer for the Arts at the Wallace Foundation; Mariana Shepard, Associate Director of Education and Public Programs at the Contemporary Arts Center in New Orleans, LA; and Rand Suffolk, Nancy & Holcombe T. Green Jr. Director at the High Museum in Atlanta, GA. The content description is as follows:

What do you know about millennials and the best ways to reach them? In these three videos, learn practical, research-driven steps from funders at the Wallace Foundation and other museums and cultural organizations to successfully engage this audience.

Learning Objectives:

- Learn effective strategies for millennial audience engagement based on Wallace research
- Gain insight on research regarding millennials' appetite for arts- and culture-related activities as opposed to other leisure activities
- Explore barriers and opportunities to attracting and retaining millennials and successful programmatic and communications strategies for reaching them

Please reference the Agenda and Discussion Guide, appendix A, for links to the video content as well as details about the run of show.

Agenda and Discussion Guide

Using the following structure, this event will last about 2 hours and 20 minutes. This agenda includes additional time for set up prior to the event.

The questions listed below under “Reflections” are just sample prompts. Please feel free to ask other relevant questions as you lead the discussion.

Prior to the event	<p>Print</p> <ul style="list-style-type: none"> • A copy of the Agenda and Discussion Guide for the facilitator <p>Prepare the videos and A/V</p> <ul style="list-style-type: none"> • Pre-load the videos • Ensure A/V equipment is working <p>Set up the room</p> <ul style="list-style-type: none"> • Set up any food/beverage • Set out any supplies you plan to use for the breakout activity • Include any necessary signage that might help guide attendees to the space where the Watch & Talk will be held
Event start	<p>Sign-in</p> <p>Pass around a sign-in sheet (Appendix B) or have a registration check-in sheet</p>
5 min	<p>Call to order:</p> <ul style="list-style-type: none"> • Overview of the agenda • Brief attendee introductions (name, institution, and what interests them about this topic)
20 min	<p>Christine Yoon: A Funder’s Perspective</p> <p>https://www.youtube.com/watch?v=uRQuCVybY8</p>
5-7 min	<p>Reflections (sample prompts):</p> <ul style="list-style-type: none"> • What was most surprising? • Any ‘a ha!’ moments? • Any other thoughts?
22 min	<p>Mariana Sheppard: A Staff Perspective</p> <p>https://www.youtube.com/watch?v=-OPkMFWE3D4</p>
5-7 min	<p>Reflections (sample prompts):</p> <ul style="list-style-type: none"> • What was most surprising? • Any ‘a ha!’ moments? • Any other thoughts?
20 min	<p>Rand Suffolk: A Director’s Perspective</p> <p>https://www.youtube.com/watch?v=KwtNSNlezbk</p>

5-7 min	<p>Reflections (sample prompts):</p> <ul style="list-style-type: none"> • What was most surprising? • Any 'a ha!' moments? • Any other thoughts? <p>General reflections on all three videos (sample prompts)</p> <ul style="list-style-type: none"> • Did you notice any differences between the funder, museum director, and staff perspectives? What were they? • Did any of the information surprise you? What was unexpected? • What questions are you left with?
10 min	Break
20 min	<p>Breakout Activity:</p> <p>Brainstorming millennial engagement challenges <i>Resources needed: Butcher paper, tape, markers, post-its</i></p> <ul style="list-style-type: none"> • If the group is larger than 6 people, break into smaller groups (about 3-6 people each depending on the number of attendees) • Group members write questions/challenges related to millennial engagement (could be theoretical or from an actual engagement issue your museums is currently struggling with) on butcher paper; tape around space (5 min) • Group members take a few minutes to read colleagues' shared challenges (react to them: any surprises? Is there a theme?) and then write potential solutions, tips, or resources that might be useful for next steps on sticky notes that they stick to the paper (these potential solutions and/or tips might be based on information learned from the videos and/or from experience) (15 min) • Nominate someone in each group to share out provided challenges and tips to the larger group
20 min	<p>Share out Go around the room and have each group share their challenges and potential solutions</p> <p>Note Hosts, be sure to keep the butcher paper/post-its and write them up for sharing with the group post-meeting</p>
5 min	<p>Closing Optional closing activity: go around the room and share one thing learned today that each person will implement/bring back to their home museum</p>

Appendix A: Media Toolkit

Please tag AAM when you post about this event on social media and use the hashtag **#AAMWatchandTalk** and tag AAM's social media handles. Whenever possible, AAM will aim to advance your promotion efforts. For the individual handles of the presenters recorded in the Watch & Talk videos, contact AAM directly.

AAM handles and links

Twitter: @AAMers

Instagram: @AAMersOfficial

Facebook: <https://www.facebook.com/americanmuseums/>

Website: <https://www.aam-us.org/>

Sample tweet:

We'll be hosting [Watch & Talk title], an @AAMers #AAMWatchandTalk featuring @[speaker handle], on [date] at [time]. Will you be there? [link to museum's Watch & Talk event page]

Sample post:

Do you want to learn more about [general topic of Watch & Talk]? Join us for an American Alliance of Museums #AAMWatchandTalk, [title of Watch & Talk], on [date] at [time] to connect with colleagues, glean insights, and workshop challenges. Learn more here: [link to museum's Watch & Talk event page].

Sample invitation email language:

Subject: [Watch & Talk title]

Dear [name],

[Museum name] will be hosting an American Alliance of Museums Watch & Talk for [Watch & Talk title] on [date] at [time]. Join us for this free event to learn from [presenter/s name, title, affiliation] about [topic].

[Insert paragraph about the Watch & Talk topic and learning objectives (please see page 3, "Content Description")]

To learn more about this free event and sign up, please visit: [link to museum's Watch & Talk event page]. You can contact [person or department] at [email address] with questions.

Sincerely,

[Museum]

Appendix B: Sample Event Sign-in Sheet

Please print neatly

NAME: _____

TITLE: _____

INSTITUTION: _____

CITY, STATE, ZIP: _____

EMAIL: _____ PHONE: _____

ARE YOU AND ALLIANCE MEMBER: ☐ YES ☐ NO

HOW DID YOU HEAR ABOUT THIS EVENT? _____

.....

NAME: _____

TITLE: _____

INSTITUTION: _____

CITY, STATE, ZIP: _____

EMAIL: _____ PHONE: _____

ARE YOU AND ALLIANCE MEMBER: ☐ YES ☐ NO

HOW DID YOU HEAR ABOUT THIS EVENT? _____

.....

NAME: _____

TITLE: _____

INSTITUTION: _____

CITY, STATE, ZIP: _____

EMAIL: _____ PHONE: _____

ARE YOU AND ALLIANCE MEMBER: ☐ YES ☐ NO

HOW DID YOU HEAR ABOUT THIS EVENT? _____

