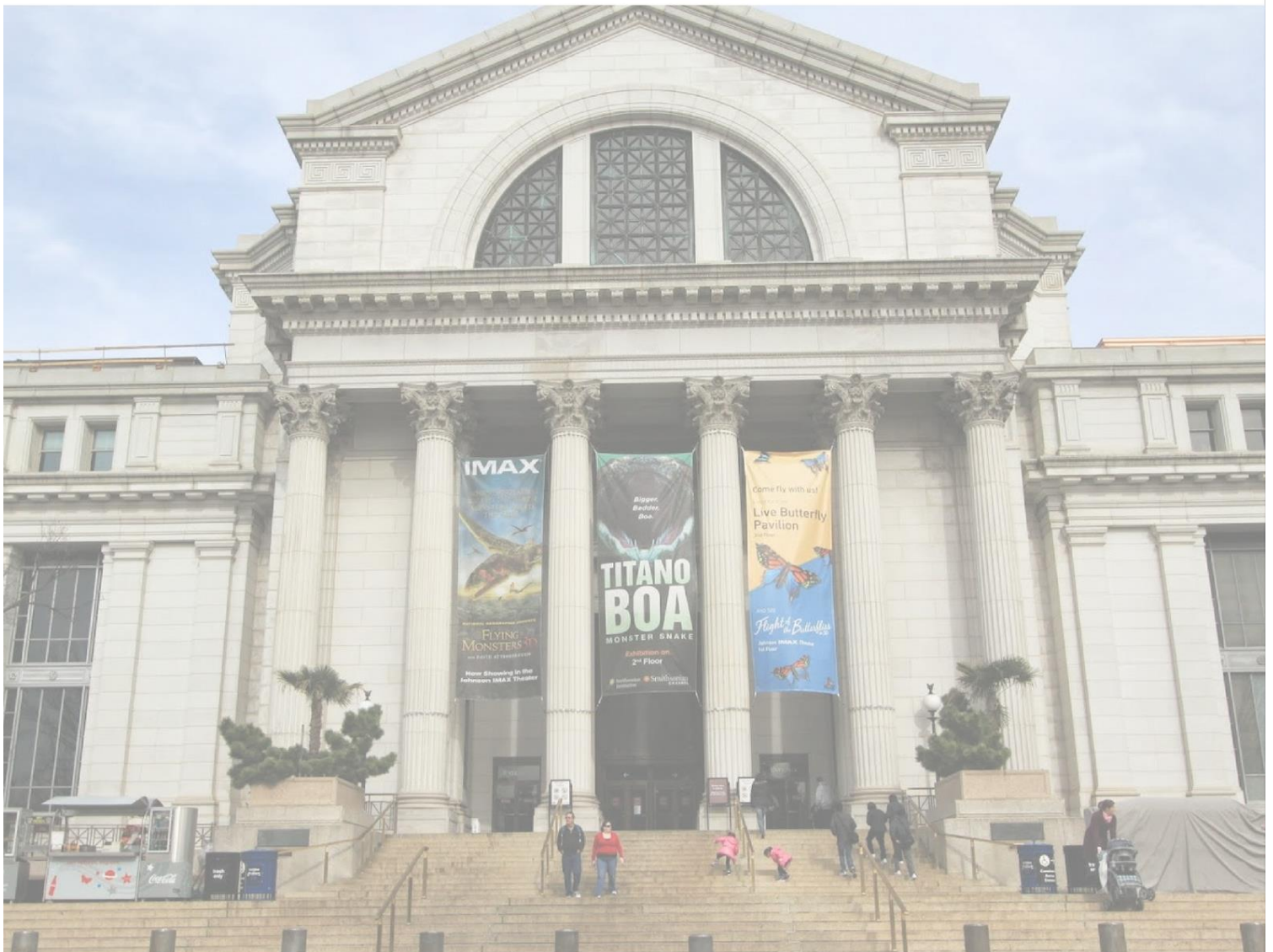


AFTER HOUR PROGRAMMING FOR ADULTS WITHOUT CHILDREN



ALEX FRAIOLI, ANGIE COOK, JAMES WALSH, LIZZY
NORCOTT, GINAN NAKSHBENDI



STATEMENT OF PROBLEM AND THE RESEARCH OBJECTIVES

Management Decision Problem: NMNH would like to better understand middle and upper middle class adults living in the DC area in order to get more people to come to their events. Additionally, the management decision problem that will be addressed in this paper is whether married adults (31-59) without kids is an appropriate market to target.

Marketing Research Problem: The data collected leads NMNH to believe that their current market is similar to the market of their competitors. In order to conduct an effective marketing campaign, they must understand how to differentiate their offerings for the chosen target market. They decided to target these four groups: Millennials (<30), Married Adults with Children (31-59), Married Adults without kids (31-59) and Older Adults (60+). The target segment we are addressing is Married with Adults without Kids (31-59).

Research questions:

1. Who is the current market?
2. What attracts the current market to our program?
3. How many people in the current market?
4. Which programs are the most popular? Why?
5. How has the visitor experience improved since year one?
6. Because other DC museums have a similar target market, how does NMNH differentiate themselves?
7. What does our target segment do with their free time? How interested are they in learning new things by visiting programs?

SECONDARY RESEARCH

The secondary data provided to us shows some general trends. For example, the first-year summary shows that most museum visitors (65%) are adults only, while 34% are adults with youths. This is beneficial to us as our target market is adults without kids, so we can really capitalize on targeting those already attending the museum. Second, the first-year summary shows a five year trend. The trend suggests that there was a decrease in visitation in 2010 and 2011 and an increase of about 750,000 visitors when programming began in fiscal year 2013, which suggests that since the market is growing, we have the potential to target more people. In terms of programming, the research from NMNH shows that the programs are highly rated. Across the 21 programs, seven in ten attendees rated the program they saw with the highest category available - excellent. Each piece of this data suggests the NMNH is already seeing success with our target market, so it would be ideal to further focus on this market and increase promotional efforts towards them.

Several **environmental factors** were raised in the secondary data. First, the time of the programs is usually in the evening, so they are accessible to working professionals, who fall into our target market. Second, the data in the first-year summary states that different seasons see

different average ages of the museum visitors. For example, the average age in fall is 38; winter is 33; spring is 32; and summer is 36. In addition, it was found in the second year report that a higher percentage of residents of the DC metropolitan area attend in the winter. Further, in the spring and summer, NMNH sees a higher percentage of adult-only groups and a higher percentage of visitors in their 40s. This is valuable data, because if NMNH decides to target our market, it would be ideal for them to promote their events to the market in spring and summer when they are already visiting the museum. This could then entice them to stay for the programs. Third, transportation is an important factor, as the first-year summary states that 49% use public transportation to visit the museum; 23% walk; and 23% use private transportation. This data is further supported by the primary data that is discussed later in this paper. Because visitors to the museum rely heavily on public transportation, NMNH needs to keep in mind future SafeTrack phases to ensure the events are at a time that is accessible to visitors.

To get a better idea of the size of our target market, we used census data. We used data from DC, Fairfax County, Alexandria, Arlington, Montgomery County and Prince George's County. An average of 41.16% of the population in the DMV area are within our specified age range, which comes out to 1,579,695 people. Of that group, 28.27% are married with no children. This total comes out to an estimated 498,353 people whom the museum can target. (Appendix 1)

Our target market is ages 31-59 in the Washington D.C. metropolitan area. To research the **consumer behavior** of our target market we used Neilson Segmentation. According to their segmentation tools, our target market would fall best into two main groups: Movers & Shakers and the Cosmopolitans. Movers & Shakers tend to live in the suburbs while Cosmopolitans tend to live in Urban areas. They both have high levels of education (Graduate level and up) and have high level positions at their jobs. They both typically own their homes. Both segments enjoy nicer, luxury brand cars and adventurous activities. (Appendix 2)

To help to understand our target market better we created two personas, Jill and Paul. Jill is a 34 year old woman who lives in DC with her husband. She is a Human Resources Manager at a local company. She uses public transportation everyday to get around town. During her free time she enjoys doing adventurous activities such as rock climbing, snowboarding and kayaking. She also enjoys socializing with her friends at local bars or special events. Paul is a 56 year old man who lives with his wife in Northern Virginia. He is an Environmental Engineer. He commutes every day by car but prefers to use public transportation to get into DC. On the weekends he enjoys outdoor activities such as hiking or skiing. He loves to learn new things and meet fellow life-long learners.

The **competitive landscape** found in the 2013 benchmarking document reveals that the programming at other DC museums is similar to the programming at NMNH. For example, most of them target general adult audiences (25-45), which is what NMNH is currently targeting; 25% target millennials. Their programming is also very similar, including lectures, social events, workshops, and films. These programs also had common goals of educating, increasing adult programming, and raising brand awareness. The programs are also after hours at all the museums and they do not generate any revenue. Lastly, the marketing each museums do

include emails, website, social, and printed materials. Most museums also do consumer surveys after the programs.

Importantly, NMNH found in their second year report that their museum draws more visitors ages 18-35 and fewer over age 40 compared to natural history museum visitors nationally. While this continues to support the claim that NMNH is seeing success with our market, it may also suggest that our target market may be too large. We may want to hone in on married adults without children who are 31 to 40, rather than 31 to 59. In doing this, we can also set NMNH apart from the competitors, who are mainly targeting millennials.

RESEARCH DESIGN AND DATA COLLECTION METHODOLOGY

We decided to do exploratory research through in-depth interviews (Appendix 3). We did not have access to enough people to run a focus group so we conducted interviews at an film screening the National Museum of Natural History was hosting. We had hoped to send out an online survey but could not gain access to past event attendees (Appendix 4).

We conducted three in-depth interviews. Two of the interviews were with couples who were attending, and one interview was of an individual. The sampling method that we chose was non-probability convenience sampling. Respondents were selected because they all were at the film event the museum was hosting and willing to answer questions. The interviews were conducted outside the entrance to the theatre. We waited until the respondents checked themselves into the film, and then we asked them at the doors if they had time for a short interview. Before we started the interview, we introduced ourselves and explained that we were doing a class project on the museum. We let them know the interview was voluntary and that they could stop at any time. We audio-taped them after asking for their permission to do so. The interviews lasted no longer than five minutes.

We did not face any notable challenges during the in-depth interviews. We didn't experience any difficulties in obtaining responses. The questions were not intrusive or intensely personal, so the respondents were willing to answer all of our questions. We thought that it would be hard at first to get people in our target group, but that was not an issue. We had also thought that people might not want to volunteer to be interviewed, but everyone who did was engaged and thoughtful in their responses.

One problem with in-depth interviews is that they are not fully representative of our target market. That being said, we were able to spot trends and patterns in the answers that greatly helped us in making recommendations to the client.

RESULTS AND CONCLUSIONS

The individuals we interviewed were in their 30's, had no children and lived in the Washington DC area. Another common theme was that the respondents all had similar interests and hobbies that revolved around the outdoors which ties into our initial consumer profile. One couple said, "We really enjoy outdoor stuff in the area like hiking, kayaking, and paddle

boarding.” Another man said, “I enjoy outdoor things, like cycling, running, and hiking.” Our respondents have visited other museums in the DC area and said that NMNH was their favorite. Each interviewee also had an interest in the environment and that was one of the main reasons they decided to attend the film. A common theme among the respondents is that they all seemed to hear about events at NMNH from subscribing to the 730DC email newsletter (www.730dc.com) and said that emails were the best way to get promotional materials to them. The 730 newsletter is a subscription based email service that highlights events in the DC area and is sent at 7:30 each morning. For obstacles that may prohibit them from attending events, most people alluded to schedules and whether the timing of the event could fit into their day. The interviewees were also interested in the variety of film series the NMNH offers throughout the year. They also mentioned that they would like to see after-hour events hosted at the museum. One respondent, a male in his early 30’s who regularly attends events, commented on how the speaker series the NMNH hosts can sometimes run a little long and that he would prefer something that allows people to pop in and out. Social events would allow people to do that and learn about the topics that interest them. One man said, “ Do you guys have after-hours events here? They have a lot of them in NYC. You can explore the exhibits of the museum after-hours and have a drink”. Another couple mentioned how they liked the parties that the National Building and Newseum hosts (Appendix 5).

Had we run a survey, it would have been possible to gather responses from a larger segment of our target market. Three in-depth interviews is not fully representative of our market, and a survey would have helped to bolster the results we received through the interviews. Our survey was designed to provide more insight into how well-received the events are and this could have helped improve the events. Additionally, we wanted to ask questions regarding NMNH’s outreach practices; again, this could have added more depth to what we concluded from our in-depth interviews.

Our first suggestion would be to host Natural History Nights. At the American Natural History Museum in New York, they host SciCafe on the first Wednesday of every month and it has proven to be quite successful. It starts at 6:30 with a social gathering before segwaying into a lecture at 7:00. It’s free admission for anyone 21+ and the museum offers an incentive with a Frequent Geek Card. Three stamps allow a patron to get a free drink, 5 a Frequent Geek T-Shirt, and if they reach 9 then they will receive two tickets to a special exhibition of their choice. Much of this event can be adapted for the Smithsonian Museum of Natural History. The event can start at 6:30 with a social gathering and cash bar. People can meet the lecturer as well as speak to friends new and old. The lecturer can start at 7:00 or 7:15 which will provide a good mix of socialization and learning for attendees. By creating a card or rewards system, there can also be an incentive for people to come to events and bring friends. For example, if someone brings 3 new friends to Natural History Night then they can receive a free drink.

Another suggestion we have is to hold a trivia night. At the Museum of Modern Art in New York, they hold this after-hours event for adults. People can explore the exhibits without tourists or children in their way. There can be music playing from a Spotify group playlist which can be fun for attendees to add to. Along with the exhibits, the museum can hold a trivia contest as well as

host a cash bar. Our interviewees mentioned wanting more flexible events so this could address that want. Attendees can explore the museum with their friends and/or take part in the trivia game. If the museum chooses to hold after-hours events such as this, they can promote them through DrinkDc or other local blogs.

We encourage NMNH to market such events through email (730, Smithsonian newsletter) as well as social media. We would also suggest putting advertising in public transportation locations, such as bus stops and metro stations. Finally, as NMNH sees an uptick in visitors from our target market in spring and summer, the museum should push more advertising during those months.

Overall, our target market of adults (31-59) without children is already attending NMNH and their programming. We suggest increasing marketing promotions to this group through DC blogs and email newsletter mailings, as our interviewees found the event information through these avenues. Additional programming such as social gatherings or drinking events similar to New York's Night at the Museum series can draw more visitors. We also suggest making the speaker and film programs more flexible, allowing visitors to come and go as they please. This could increase attendance to events if people know they don't have to commit to the full time. For example, if a person is running a little late from work, they can still attend the event. Scheduling was the biggest obstacle our interviewees mentioned in attending events, and making it more accessible will only help in the long run. The timing of the current programming seems to fit the schedule's of attendees, but NMNH should keep in mind future SafeTrack events, as many of their visitors come via public transportation.

By targeting this market, we believe NMNH can set themselves apart from other DC museums to the target market of Adults without Children. If NMNH can tap into this market with their promotional efforts, we believe the museum will see an increase in traffic and interest in their programming events.

Works Cited

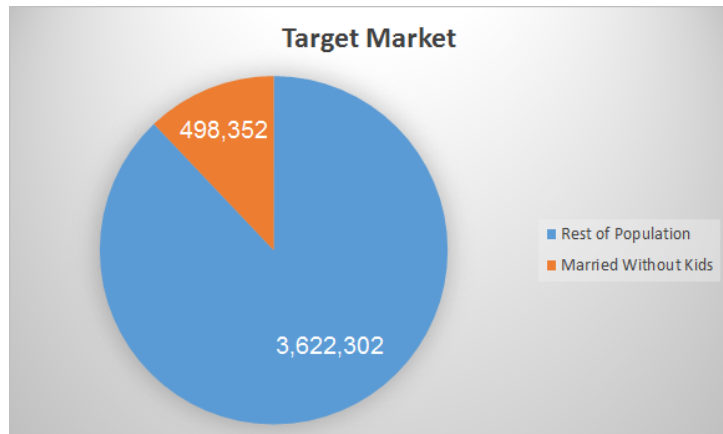
Nielson MyBestSegments (10/20/16) Retrieved from

<https://segmentationsolutions.nielsen.com/mybestsegments/Default.jsp?ID=30&menuOption=segmentdetails&pageName=Segment%Details>

Census Data Retrieved from

http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_15_1YR_S0201&prodType=table

Appendix 1: Census Data



Appendix 2: Neilson Segmentation

03 - Movers & Shakers

Wealthy Older Mostly w/o Kids

Movers & Shakers is home to America's business class, a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 45 and 64. Given its high percentage of executives and white-collar professionals, there's a decided business bent to this segment as they enjoy reading business publications and visits to business oriented websites.



Social Group: 04 - S1 Elite Suburbs

Lifestage Group: 08 - M1 Affluent Empty Nests

Demographics Traits

- Urbanicity: Suburban
- Income: Wealthy
- Income Producing Assets: Elite
- Household Technology: Above Average
- Age Ranges: Age 45-64
- Presence of Kids: Mostly w/o Kids
- Homeownership: Mostly Owners
- Employment Levels: Management and Professional
- Education Levels: Graduate Plus

Lifestyle & Media Traits

- Owns a BMW
- Eats at The Cheesecake Factory
- Shops at The Container Store
- Goes skiing/snowboarding
- Flies American

21 - The Cosmopolitans

Midscale Middle Age Mostly w/o Kids

Educated and upscale, The Cosmopolitans are urbane couples in America's fast-growing cities. Concentrated in major metro areas, these households feature older homeowners without children. A vibrant social scene surrounds their older homes and apartments, and residents love the nightlife and enjoy leisure-intensive lifestyles.



Social Group: 01 - U1 Urban Uptown

Lifestage Group: 01 - Y1 Midlife Success

Demographics Traits

- Urbanicity: Urban
- Income: Midscale
- Income Producing Assets: Below Avg.
- Household Technology: Below Average
- Age Ranges: Age <55
- Presence of Kids: Mostly w/o Kids
- Homeownership: Mostly Owners
- Employment Levels: Management and Professional
- Education Levels: Graduate Plus

Lifestyle & Media Traits

- Owns a BMW
- Eats at Starbucks
- Shops at Crate & Barrel
- Goes skiing/snowboarding
- Stays at Sheraton

Appendix 3: In-depth Interview Guide

Qualitative Interview:

IN-DEPTH INTERVIEWS THOSE BTW AGE OF 31 TO 59 WHO HAVE ATTENDED NMNH EVENT.

Date of the Interview_____

Interviewee Information

Gender:

Age:

Occupation:

Racial:

Introductory Paragraph:

Hello. Good evening. I'm a Masters student from American University in Washington DC. I am working on a class project with the the Natural History Museum to better understand the museum's local audience. I was wondering if I could ask you some short questions you before the film starts? The interview should last no more than 15 min, it's completely voluntary and you can stop at any time. Also, would you mind if I audio taped this interview? (The audiotape will only be used for the project and for no other purpose.)

Purpose of the Study

The main purpose of the research is to find out how to get people in our targeted demographics to attend events at the NMNH.

Questionnaire

1. Tell me about yourself
 - a. Do you live in the area?
 - b. Do you have kids?
 - c. What hobbies do you enjoy?
 - d. If yes, which of the museums have you visited?
 - i. Which of the museums were your favorite? Why?
 - ii. What museum have you visited the most?
 - e. If no, are there any that you want to visit?
2. Have you ever attended any events at any other museum in the DC area (NOT NMNH)?
 - a. If yes, what type of event did you attend?
 - i. Did you enjoy the event you attended?
 - b. If no, what type of event would most interest you?
3. Have you attended an NMNH event before tonight?
 - a. If yes, what type of event?
 - i. Did you enjoy it?.
 - ii. What did you enjoy the most?
 1. To learn more about a subject matter that is of interest to you?
 2. To speak with experts one on one with a subject that's of importance to you?
 3. To mingle and meet other people who live in the area who are interested in the same subjects as you are?
 - iii. What would you have changed about the event?

- b. If no, why not?
 - i. Was there an obstacle to you attending?
 - ii. Were you interested in past events?
- 4. How did you hear about this event?
- 5. What made you decide to come to this event tonight?
- 6. What types of additional programming would you like the museum to add?
- 7. What types of film series would be of interest to you?
 - a. Give suggestions if needed
 - i. Environment
 - ii. Dinosaurs
 - iii. Land or Ocean Animals
 - iv. World History
- 8. What might be some obstacles to attending future events?
- 9. What promotional material would entice you to go to a future event?
 - a. Examples if needed
 - i. Email
 - ii. Metro/outdoor advertising
 - iii. Direct mail
 - iv. Other

Appendix 4: Survey of event participants at NMNH (in-person)

Interviewee Information

Gender:

Age:

Occupation:

Racial:

1. How did you learn about the event you attended today?
 - a. Friend
 - b. Directly from the NMNH website
 - c. Email from the NMNH
 - d. NMNH Facebook Group
 - e. Other
2. Is this the first event you attended at the NMNH?
 - a. Yes
 - b. No
2. Did you like the time the program started?
 - a. Yes
 - b. No
3. Were you familiar with the subject matter before you came to the event?
 - a. Very Familiar
 - b. Moderately Familiar
 - c. Not Familiar
4. How entertaining was tonight's programming?
 - a. Very entertaining
 - b. Moderately entertaining
 - c. Neutral
 - d. Moderately boring
 - e. Very boring
5. Would you recommend a friend to attend events at the NMNH?
 - a. Yes
 - b. No
6. What are your most favorite programs offered at the NMNH? (circle all that apply)
 - a. Lectures
 - b. Films
 - c. Panel discussions
 - d. Social events
 - e. Workshops/ Hands on Experiences
 - f. Other
7. What is your favorite area of the NMNH?
 - a. Mammals, Animals, Ocean Hall
 - b. Hall of Geology, Gems, and Minerals
 - c. Hall of Human Origins

- d. Dinosaurs, Hall of Bones
 - e. Other
8. What types of film series would be of interest to you?
- a. Environment
 - b. Dinosaurs
 - c. Land or Ocean Animals
 - d. World History
9. What promotional material would entice you to go to a future event?
- a. Email
 - b. Metro/outdoor advertising
 - c. Direct mail
 - d. Other

Appendix 5: In-depth Interview Guide Transcripts

Qualitative Interview:

IN-DEPTH INTERVIEWS THOSE BTW AGE OF 31 TO 59 WHO HAVE ATTENDED NMNH EVENT.

Date of the Interview _____ 1 _____

Interviewee Information

Gender: A Male and Female Couple

Age: Early 30s

Occupation:

Racial: White

Purpose of the Study

The main purpose of the research is to find out how to get people in our targeted demographics to attend events at the NMNH.

Questionnaire

1. Tell me about yourself
 - a. Do you live in the area? **Yes**
 - b. Do you have kids? **No**
 - c. What hobbies do you enjoy? **Outdoor Stuff - Hiking, Kayaking, Paddleboarding**
2. Have you visited any of the museums in Washington, DC before? **Pretty much all of them.**
 - a. If yes, which of the museums have you visited?
 - i. Which of the museums were your favorite? Why? **NMNH is my favorite**
 - ii. What museum have you visited the most?
 - b. If no, are there any that you want to visit?
3. Have you ever attended any events at any other museum in the DC area (NOT NMNH)? **Have not attended other museum's events.**
 - a. If yes, what type of event did you attend?
 - i. Did you enjoy the event you attended?
 - b. If no, what type of event would most interest you? **Film series on world history, environment, dinosaurs (all choices below).**
4. Have you attended an NMNH event before tonight?
 - a. If yes, what type of event?
 - i. Did you enjoy it?
 - ii. What did you enjoy the most?
 1. To learn more about a subject matter that is of interest to you?
 2. To speak with experts one on one with a subject that's of importance to you?
 3. To mingle and meet other people who live in the area who are interested in the same subjects as you are?
 - iii. What would you have changed about the event?
 - b. If no, why not?

- i. Was there an obstacle to you attending?
 - ii. Were you interested in past events?
- 5. How did you hear about this event? **7:30 Club Email**
- 6. What made you decide to come to this event tonight? **I have a conspiracy theory that electronics are bad for the environment and I'd like to see how this film approaches that.**
- 7. What types of additional programming would you like the museum to add? **Hands on Exhibits**
- 8. What types of film series would be of interest to you?
 - a. Give suggestions if needed **All of them**
 - i. Environment
 - ii. Dinosaurs
 - iii. Land or Ocean Animals
 - iv. World History
- 9. What might be some obstacles to attending future events? **Time, If they Charge, WMATA**
- 10. What promotional material would entice you to go to a future event?
 - a. Examples if needed **7:30 Club Emails Get a Lot of Stuff on People's Radars**
 - i. Email
 - ii. Metro/outdoor advertising
 - iii. Direct mail
 - iv. Other

Qualitative Interview:

IN-DEPTH INTERVIEWS THOSE BTW AGE OF 31 TO 59 WHO HAVE ATTENDED NMNH EVENT.

Date of the Interview _____ 2 _____

Interviewee Information

Gender: Male

Age: 31

Occupation:

Racial: White

Purpose of the Study

The main purpose of the research is to find out how to get people in our targeted demographics to attend events at the NMNH.

Questionnaire

- 11. Tell me about yourself
 - a. Do you live in the area? **Yes**
 - b. Do you have kids? **No**
 - c. What hobbies do you enjoy? **Outdoor Things - Cycling, Running, Hiking**
 - d. If yes, which of the museums have you visited? **Probably almost all of them.**

- i. Which of the museums were your favorite? Why? **This is good I like the auditorium here. Air and Space is good especially the extension out by Dulles.**
 - ii. What museum have you visited the most? **Probably American History**
 - e. If no, are there any that you want to visit?
- 12. Have you ever attended any events at any other museum in the DC area (NOT NMNH)?
Yes - Galas, Inaugural Events, Holiday Events.
 - a. If yes, what type of event did you attend?
 - i. Did you enjoy the event you attended?
 - b. If no, what type of event would most interest you? **After Hours Ones that are here and I've been to some at the Art Museum.**
- 13. Have you attended an NMNH event before tonight? **Came to the last film showing here.**
 - a. If yes, what type of event?
 - i. Did you enjoy it? **Thought it was good here.**
 - ii. What did you enjoy the most?
 - 1. To learn more about a subject matter that is of interest to you?
 - 2. To speak with experts one on one with a subject that's of importance to you?
 - 3. To mingle and meet other people who live in the area who are interested in the same subjects as you are?
 - iii. What would you have changed about the event?
 - b. If no, why not?
 - i. Was there an obstacle to you attending?
 - ii. Were you interested in past events?
- 14. How did you hear about this event? **Through a friend.**
- 15. What made you decide to come to this event tonight? **He recommended he's a big film enthusiast and follows all the things that are going around.**
- 16. What types of additional programming would you like the museum to add? **I like the social aspect of it and wish they could add to that. The speakers are good but they can be a little long I think and I wish they had that ability to allow you to come and go as you will.**
- 17. What types of film series would be of interest to you?
 - a. Give suggestions if needed **Environment and World History**
 - i. Environment
 - ii. Dinosaurs
 - iii. Land or Ocean Animals
 - iv. World History
- 18. What might be some obstacles to attending future events? **Schedule I think 6:30 is a good time, 7:30 could work as well.**
- 19. What promotional material would entice you to go to a future event?
 - a. Examples if needed **Social Media is how I found most of it or if it's featured in one of the DC blogs.**
 - i. Email

- ii. Metro/outdoor advertising
- iii. Direct mail
- iv. Other

Qualitative Interview:

IN-DEPTH INTERVIEWS THOSE BTW AGE OF 31 TO 59 WHO HAVE ATTENDED NMNH EVENT.

Date of the Interview 3

Interviewee Information

Gender: Couple Male and Female

Age: Early 30s

Occupation:

Racial: White

Purpose of the Study

The main purpose of the research is to find out how to get people in our targeted demographics to attend events at the NMNH.

Questionnaire

20. Tell me about yourself

- a. Do you live in the area? **Yes**
- b. Do you have kids? **No**
- c. What hobbies do you enjoy? **Hiking, biking, photography**
- d. If yes, which of the museums have you visited? **Lots of them**
 - i. Which of the museums were your favorite? Why? **I like this one and Native American.**
 - ii. What museum have you visited the most?
- e. If no, are there any that you want to visit?

21. Have you ever attended any events at any other museum in the DC area (NOT NMNH)?

Yes - National Building and the Newseum. Parties

- a. If yes, what type of event did you attend?
 - i. Did you enjoy the event you attended?
- b. If no, what type of event would most interest you?

22. Have you attended an NMNH event before tonight? **No**

- a. If yes, what type of event?
 - i. Did you enjoy it?
 - ii. What did you enjoy the most?
 - 1. To learn more about a subject matter that is of interest to you?
 - 2. To speak with experts one on one with a subject that's of importance to you?
 - 3. To mingle and meet other people who live in the area who are interested in the same subjects as you are?
 - iii. What would you have changed about the event?
- b. If no, why not?

- i. Was there an obstacle to you attending?
 - ii. Were you interested in past events?
- 23. How did you hear about this event? **7:30 Newsletter**
- 24. What made you decide to come to this event tonight? **Both environmentalists**
- 25. What types of additional programming would you like the museum to add? **Do you guys have late night drinking events here? They have a lot in New York City and they would play it on Night at the Museum. You'd tour the museum and have a drink.**
- 26. What types of film series would be of interest to you?
 - a. Give suggestions if needed **All of them**
 - i. Environment
 - ii. Dinosaurs
 - iii. Land or Ocean Animals
 - iv. World History
- 27. What might be some obstacles to attending future events? **Timing and if they're well advertised that would be better so we know about them.**
- 28. What promotional material would entice you to go to a future event?
 - a. Examples if needed **Email**
 - i. Email
 - ii. Metro/outdoor advertising
 - iii. Direct mail
 - iv. Other