

## **Powell Tate Agenda**

### **8:30-9:15 a.m.**

*– Arrival and Registration, greet parents and kids and hand out nametags, shirts, and TODASTW kits.*

### **9:15-9:30 a.m.**

*- Introduction from Powell Tate's president, Pam Jenkins. Welcome the children to TODSWD and get them excited for the day.*

### **9:30-9:45 a.m.**

*- Group activity to get the kids socializing and feeling more comfortable with each other.*

### **9:45-10 a.m.**

*- Office Tour: show the kids the space where their parents work while giving them a sense of workplace activities.*

### **10:00-10:30 a.m.**

*- Employee Presentation: A digital director will give a fun presentation of some client-work highlights, involving short videos to keep the kids engaged. He will explain how even the kids' social media activity is part of their "personal brand." We want the presentation to help them realize the importance of what they do and say online.*

### **10:30-10:45 a.m.**

*- PowerPoint to quiz the kids on companies' or organizations' logos.*

### **10:45-11:45 a.m.**

*- The kids will engage in the collaborative creation of their own original toy. Based on their brainstorming and suggestions, the group's toy will be illustrated and the imaginary company given a logo in real time. We will guide them through the creation of a basic communications plan around the toy in a way they can relate to and in terms they can easily understand.*

### **11:45 a.m.-12:30 p.m.**

*- Parents will join the kids for lunch, and get a snapshot together to remember the day.*

**12:30-2:00 p.m.**

*- The kids and parents will get some one-on-one time to relax after lunch. They will also be given a fun survey with questions about daily aspects of life to which both the kids and the parents each provide their own answers. The kids and parents learn something new about each other, while the kids learn how things have changed since their parents were young.*

**2:00-4:45 p.m.**

*- Smithsonian's National Air and Space Museum, kids and parents will have the opportunity to explore the museum, while we will also guide a group of kids or kids and parents who want guidance on what to see. IMAX Movie Living in the Age of Airplanes.*

**4:45-6:00 p.m.**

*- Ice Cream Social: an annual, office-wide highlight and all employees are invited. Photo and video presentation of the day's activities will be on display. There will also be more opportunities to take photos with parents and new-found friends.*