WE’RE JUST LIKE YOU, BUT XYZ YEARS YOUNGER

Engaging Millennials and Gen Z
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Agenda

Defining Characteristics
Trends
Best Practices
In Real Life
Who our moms think we are.
Who the internet thinks we are.
Who we think we are.

**BABY BOOMER**
1946-1964
they care about health, wealth, quality

**GEN X**
1965-1980
they are anti, busy and cynical

**GEN Y (MILLENNIAL)**
1980-1996
they’ve grown up with technology

**GEN Z**
1997-2015
they are born digital

Source: [Who Are Boomers, Gen X, Gen Y, and Gen Z by Trung Anh Dang](https://www.whoatwork.com/whoareboomergensexanden.html)
X-ennials
aka, the Oregon Trail Generation
1965-1980
Parents and mid career professionals
Gen Y
More fondly referred to as Millennials
1980-1995
Young parents and young professionals
Gen Z

~1996-2015
Current students & most recent alumni
Bridging the Gap
we have a lot in common

And so we are all connected in the great circle of life.
Let’s talk about trends.
Best Practices
everyone loves tacos
Planning Team
Value

I immediately regret this decision.
Tech Etiquette
Venue & Time
Social Interaction
Follow Up
In Real Life

1) Think about an upcoming club or society event.
2) Incorporate the best practices discussed.
3) Share with those around you.
Resources

General information about Generations:

- Allusionist podcast: Generation What? (15 mins –additional resources at the page)
  https://www.theallusionist.org/allusionist/generation-what
- Strauss-Howe Generational Theory Basics
  https://en.wikipedia.org/wiki/Strauss%E2%80%93Howe_generational_theory
- Generational overview
  https://www.lifecourse.com/about/method/generational-archetypes.html

Engaging Millennials:

- https://www.eventmanagerblog.com/how-to-attract-millenials-for-event
- https://www.socialtables.com/blog/attendee-engagement/millennial-expectations/
- https://www.eventbrite.com/blog/millennials-event-trends-ds00/
Resources

Engaging Gen Z:

https://qz.com/work/1410722/here-is-exactly-what-gen-z-wants-according-to-all-of-the-surveys/
https://www.marketingcharts.com/industries/media-and-entertainment-63064

Millennial Giving:

https://www.philanthropy.com/article/Why-College-Fundraisers-Should/246549?key=UbAu7M4YBlsc0PTT56bzIdKiRdLY-43Hl5D-ANGv-Pxe7VRL8zICqcDM7ZJmWv4T0JrMXZzTGpDNoxc3BRTko1LTF3UkZDUVdtemI3aVJS-S3ZvSXJfMExIWQ