

April 12, 2010

To Whom It May Concern:

We selected Albrecht Events to coordinate the local host committee events for the American Association of Museums (AAM) Annual Meeting Conference, April 30–May 4, 2009, at the Pennsylvania Convention Center. Albrecht Events partnered closely with our local museum community, national staff, and corporate leaders over the course of 18 months to manage, produce and execute local activities and services to support the annual meeting.

The AAM Annual Meeting is the largest of its kind, attracting 5500 attendees from every state in the U.S. and 40 other countries. They work in every functional area—museum directors, curators, educators, development directors and public relations professionals, trustees and volunteers—and in every type of museum.

Ashley Albrecht kept our six committees and volunteer committee members on task for over a year leading up to the events to effectively showcased the city of Philadelphia to visitors from all over the world and engaged unique local artists and performers that made our events truly memorable. Events coordinated by Albrecht Events with the local museum community included:

- an opening event at the Please Touch Museum
- an awards reception at The Masonic Library and Museum of Pennsylvania for AAM stakeholders and Board Members
- Twenty one "On-Site Insights": experiential learning opportunities that took place in museums and the Philadelphia community and offered a behind-the-scenes look at Philadelphia's museum community
- evening events including "Savoring Cezanne: An Evening of Inspiration" at The Philadelphia Museum of Art; "Wined Through History" at The University of Pennsylvania Museum of Archaeology and Anthropology; "Explore the Unique Opportunity to be a Part of Philadelphia History" at The African American Museum; "A Revolutionary Evening" on Independence Mall at The National Constitution Center and Independence National Historic Park; and "Celebrate America's First Zoo" at The Philadelphia Zoo
- tours and transportation to local attractions, such as Longwood Gardens, Winterthur, Valley Forge, and Pennsbury Mansion
- the launch of the first-ever Museum Week, offering special promotions, events, and other public activities at regional museums throughout the week of April 27, 2009

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- organization of a Philadelphia hospitality suite within the Pennsylvania Convention Center including a designer lounge setting, Philadelphia favorite foods, a local museum library, and walking tours
- Performances by The Hot Club of Philadelphia and Historic Philadelphia Storytellers

We received raves from our members—discerning cultural consumers who attend this meeting each year—about the quality and diversity of programs that Albrecht Events helped our local host committee create and manage

We were also extremely pleased with the attention the conference attracted in the media, and Albrecht Events played a significant role in making this happen. As posted on the AAM Annual Meeting Blog (May 1, 2009):

“The Annual Meeting in Philadelphia has clearly caught the attention of the media—much more so than in years past. By the time the conference closes, some 25 media representatives will have sampled the fare, and already the event has enjoyed substantial coverage in the *Philadelphia Inquirer* (page A1!), the *Philadelphia Tribune* and on WHYY, the local NPR affiliate. In addition, a Museum Week kick-off press conference staged on Monday by the Philly PR & Marketing committee welcomed cameras from all the local network affiliates. New York-based media are also attending, along with bloggers and journalists from key trade publications.”

It is a tribute to Albrecht Events, that our meeting was flawless, on budget, and a model to others in the hospitality industry. From my significant professional experience, Albrecht Events is one of the best event planning organizations to which I have had the pleasure of working!

Sincerely,



Dean Phelus

Director, Meetings and Professional Education