

# Thanks for Running an Experiment

**We're excited you're making plans to run your own event!**

Here you'll find helpful hints and instructions on how to run both a *Mini Experiment* by yourself, or a *Little Experiment* with at least two other Mad Lab Rabbits (fans) in your area, and tips on finding them.

**A Mini Experiment** is designed to be a personal challenge for the lone Rabbit. See how many games you can get others to play, within the time-frame of an event (ranging from a short social gathering to a multi-day convention). Ideal if your audience is made up of non-gamers. See *Running a Mini Experiment* below.

**A Little Experiment** is designed to be an organized, scheduled, advertised, public event run by at least three Rabbits, who together know all nine core Looney Labs games. Venues range from stores to single or multi-day conventions, etc. Look for more details on the *Running a Little Experiment* sheet.

**Choosing an Experiment** If you're mostly just a Blab Rabbit and are new to demoing, try helping out at another Rabbits Little Experiment. A Mini Experiment is also a great way to get your feet wet demoing games to family and friends, or in an informal way at a larger venue. If you are an experienced Demo Rabbit, please take charge and organize a Little Experiment in your home area or at conventions close enough for you to travel to.

## Experiment Kit Contents

- ✓ "I Can Demo" Rabbit badge
- ✓ 9 sheets of cute little game stickers
- ✓ 2 Experiment Stat Cards
- ✓ Thanks & Mini Experiment sheet (this page)
- ✓ 2 "Conducting a Mini Exp" sticker-badges
- ✓ 14 Mini Experiment sticker-badges
- ✓ Little Experiment instructions
- ✓ 10 Little Experiment sticker-badges
- ✓ 10 Little Experiment flyers
- ✓ 10 STAR promo card prizes



## NEED MORE SUPPLIES?

Visit the *Rabbit Library* at **MadLabRabbits.com** to download PDF versions of many of these doc's.

Order **Happy Flowers** (to award as prizes) from the Dangling Carrot, our online Rabbit only store.

Get Rabbit Points for Experiments you run!



**Find other Rabbits (fans) at:**  
**[rabbits.LooneyLabs.com](http://rabbits.LooneyLabs.com)**

Look up other Rabbits in your state or country, click on a name and click "Email" (under their photo) to contact the selected Rabbit.

**Join our Rabbit Mailing List at:**  
**[LooneyLabs.com/lists/](http://LooneyLabs.com/lists/)**

**Running a Mini Experiment** — With simple tools and not a lot of advanced planning.

1. Put one of the cute little round game stickers on your "I Can Demo" Rabbit badge for any of the nine games that you feel you can teach someone (and have a copy to play with).
2. Find a group of people that you want to teach Looney Labs games to. Maybe at a party or social gathering (at your place or a friend's or relative's). Or at a convention or maybe at lunch each day for a week (at work or school) or in a game store one night a week for a month. Anyplace you hang out and play games with friends, family, or random strangers.
3. Stick a "Conducting a Mini Exp" sticker-badge to your shirt and enthusiastically tell people you are running a Mini Experiment. Invite them to be *Test Subjects* by playing a game with you! HINT: If you're running an ongoing event (multiple days) you might want to affix your Test Subjects sticker-badges to index cards with names, that you can bring back to each event.
4. When your *Test Subjects* play a game, offer them an *I Played These Games* Mini Experiment sticker-badge with a round game sticker for the game you just played. If they play three games they win a Happy Flower or Star promo card!

**The Rabbit Library** at **MadLabRabbits.com** has lots more helpful information and useful stuff for you, like:

- ✓ Tips on Being a Good Demo Rabbit
- ✓ Earning Rabbit Points
- ✓ *How to Demos* for some of our games
- ✓ Ads, Flyers and Invitations
- ✓ Event Reports to request Rabbit Points for your events
- ✓ Rabbit Business Cards, and much more!

