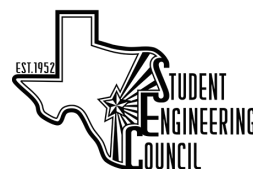


CASINO NIGHT



EVENT BRIEF

MARKETING & ANALYTICS COMMITTEE



MAC@SEC.ENGR.UTEXAS.EDU

KEY FINDINGS

RATINGS, OUTCOMES, & IMPROVEMENTS

2/3 PLANNING OUTCOMES

65

TOTAL HOURS SPENT PLANNING
AND RUNNING EVENT

8.125

AVERAGE HOURS PER CAPITA
SPENT ON EVENT

2

PARTNER ORGANIZATIONS
CO-HOSTING THE EVENT

- MUCH OF THE DECISIONS AND PURCHASING OCCURRED AT THE LAST MINUTE
- THE PARTNER ORGANIZATIONS (TEXAS SWEETHEARTS AND BLAZERS) DID NOT PARTICIPATE IN THE PLANNING
- SPEAKER CIRCUITING AND PRESENTING WAS INADEQUATE THIS YEAR

3/3 OPERATIONAL OUTCOMES

\$10

COST TO PURCHASE
A TICKET TO ATTEND

6.9%

PERCENTAGE OF TICKETS SOLD BY
PARTNER ORGANIZATIONS

12

NUMBER OF POKER TABLES
AT THE EVENT

- THE MOCKTAIL BAR AND FOOD TABLES WERE SUCCESSFUL AND HAD NO LONG LINES
- THERE WAS A LACK OF KNOWLEDGE REGARDING WHERE THE EERC BUILDING FURNITURE COULD BE MOVED
- THERE WAS SIGNIFICANT DIFFICULTY EXCHANGING THE POKER CHIPS FOR RAFFLE TICKETS AT THE END

1/3 FINANCIAL OUTCOMES

\$3128

TOTAL SPENT ON EVENT

\$12.77

DOLLARS SPENT PER ATTENDEE

44.5%

OF BUDGET SPENT ON FOOD

- TOTAL SPENT ON EVENT WAS LESS THAN THE TOTAL DONATED TO THE CHARITY
- \$495 WAS SPENT ON A CHOCOLATE FOUNTAIN, WHICH PROVIDED QUESTIONABLE ADDED VALUE

KEY FINDINGS

RATINGS, OUTCOMES, & IMPROVEMENTS

2/3 MARKETING OUTCOMES

3700

PEOPLE REACHED THROUGH
FACEBOOK EVENT PAGE

228

NON-SEC PEOPLE REACHED
THROUGH PUBLICITY

5.32%

PUBLICITY
CONVERSION

- LESS THAN ONE THIRD OF ATTENDEES WERE AWARE OF THE CHARITY THE MONEY WAS BEING DONATED TO
- PUBLICITY PLAYED A RELATIVELY SMALL ROLE IN ATTRACTING THE EVENT'S ATTENDANCE BASE
- MOST MARKETING STEMMED FROM SEC WORD-OF-MOUTH, NOT THE PARTNER ORGS

2/3 EVENT IMPACT

197

TOTAL
ATTENDEES

18.6%

ATTENDEES WHO WERE
NOT ENGINEERING MAJORS

\$3001

TOTAL AMOUNT DONATED
TO THE CHARITY

- THIS IS ONE OF SEC'S MOST SUCCESSFUL EVENTS IN REACHING NON-ENGINEERING STUDENTS
- MOST ATTENDEES FELT VERY ENGAGED DURING THE EVENT
- THE LOW PERCENTAGE OF ATTENDEES WHO WERE AWARE OF WHAT THEIR MONEY WAS GOING TO DECREASES THE IMPACT

10/15

OVERALL RATING

BASED ON POOR PLANNING AND PUBLICITY

SUGGESTED TARGETS

01

DECREASE COSTS TO \$10 PER PERSON

THIS WILL MAKE THE EVENT CLOSER TO WHAT OTHER SEC EVENTS ARE, AND CAN BE DONE EITHER BY INCREASING ATTENDANCE OR DECREASING BUDGET.

02

INCREASE TICKET SALES OF PARTNER ORGS TO AT LEAST 15% OF SALES

HAVING PARTNER ORGS MEANS SEC SHOULD BETTER UTILIZE THEM, ESPECIALLY TOWARDS STUDENTS THAT SEC WOULD NOT NORMALLY REACH.

03

ESTABLISH A SPEAKER CIRCUIT AND PRESENT TO AT LEAST 5 MEETINGS

SPEAKER CIRCUITING WILL HELP INCREASE AWARENESS OF THE EVENT AND THE CHARITY CAUSE.

04

INCREASE CHARITY ORGANIZATION AWARENESS TO 80%

THIS EVENT IS ULTIMATELY A CHARITY FUNDRAISER, AND THE CHARITY BEING DONATED TO SHOULD BE MUCH MORE KNOWN.

05

ACHIEVE A 25% NON-ENGINEERING MAJOR ATTENDANCE

THIS EVENT IS ONE OF SEC'S FARTHEST REACHING AND A GREAT OPPORTUNITY FOR NON-ENGINEERS TO BECOME MORE FAMILIAR WITH SEC AND WHAT WE DO.

06

INCREASE NUMBER OF POKER TABLES FROM 12 TO 15

EVERY ATTENDEE INTERVIEWED WISHED THERE WERE MORE POKER TABLES, AND THIS WILL HELP KEEP THE STUDENTS BETTER ENGAGED DURING THE EVENT.