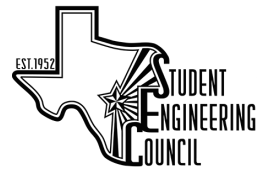


SPRING COOKOUT



EVENT BRIEF

MARKETING & ANALYTICS COMMITTEE



2019

MAC@SEC.ENGR.UTEXAS.EDU

KEY FINDINGS

RATINGS, OUTCOMES, & IMPROVEMENTS

3/3 PLANNING OUTCOMES

489.611

TOTAL EVENT PLANNING HOURS TOTAL PLANNING HOURS PER MAL ORGANIZATION PARTNERSHIPS

- KEY FINDING #1: HIGH MOTIVATION AMONG COLLABORATING ORGS, POTENTIAL FOR FURTHER COLLABS
- KEY FINDING #2: NEED FOR A SHARED COMMUNICATION CHANNEL SUCH AS GROUPME OR SLACK
- KEY FINDING #3: CROWDSOURCING EVENT DECISIONS SUCH AS MENU AND GAME SELECTION

3/3 OPERATIONAL OUTCOMES

31,286

GAMES PLAYED ATTENDEES AKDJHFAKFA DBAKFHB
HDBFA KJDBFAHDFB AD BFAKJHDBF
AKD B

- KEY FINDING #1: STRONG COORDINATION WITH GREEN EVENT, COLLABORATING STUDENT ORGS
- KEY FINDING #2: INCREASE THE NUMBER OF VOLUNTEER SPOTS DURING SET-UP
- KEY FINDING #3: EXPLORE HOSTING AT DIFFERENT TIMES OF THE DAY TO AVOID HEAT

2/3 FINANCIAL OUTCOMES

\$819.76117%\$0

DOLLARS SPENT BUDGET UTILIZATION CORPORATE SUPPORT LMAO

- KEY FINDING #1: EXCEEDED THE EVENT BUDGET SLIGHTLY, LIKELY NEED TO RAISE FOR NEXT YEAR
- KEY FINDING #2: CONSIDER ASKING COLLABORATING ORGS FOR CONTRIBUTIONS TO EVENT BUDGET

KEY FINDINGS

RATINGS, OUTCOMES, & IMPROVEMENTS

2/3 MARKETING OUTCOMES

1,400

FACEBOOK EVENT REACH

307

FACEBOOK EVENT IMPRESSIONS

149%

PUBLICITY CONVERSION RATE

- KEY FINDING #1: LARGE AND DIVERSE AUDIENCE REACHED THROUGH WORD-OF-MOUTH
- KEY FINDING #2: 55% OF ATTENDEES DID NOT COME FROM ENGINEERING STUDENT ORGS
- KEY FINDING #3: FACEBOOK SOCIAL MEDIA REACH WAS WELL BELOW EXPECTATIONS

2/3 EVENT IMPACT OUTCOMES

215

TOTAL EVENT ATTENDEES

144

FACEBOOK EVENT ENGAGEMENT

\$3.81

SEC MONEY SPENT PER ATTENDEE

12/15

EVENT RATING
BASED OFF OF MAC EVALUATION

SUGGESTED TARGETS

01

DECREASE COST PER ATTENDEE TO
\$3.50

SOURCING MATERIALS FROM PARTICIPATING STUDENT ORGS AS WELL AS INCREASING OVERALL ATTENDANCE TO IMPROVE THE RATIO

02

INCREASE TOTAL NUMBER OF
PARTICIPANTS TO 265

ADDING MORE FOOD AND GAME OPTIONS WHILE ALSO CUTTING THE LENGTH OF THE LINE CAN DRIVE A 15% ATTENDEE INCREASE

03

INCREASE SHARE OF FACEBOOK
PUBLICITY REACH TO 10%

FACEBOOK MARKETING CONTINUES TO LAG BEHIND OTHER PUBLICITY METHODS TO EFFECTIVELY DRAW IN ATTENDEES; ADD INTERACTIVE ELEMENTS IF POSSIBLE

04

PARTICIPANT SATISFACTION RATING OF
AT LEAST 4 OUT OF 5

IN ADDITION TO DEVELOPING AN EVENT CHECK-OUT/FEEDBACK PROCEDURE, ENSURE ATTENDEES CAN AFFECT EVENT LOGISTICS DECISIONS