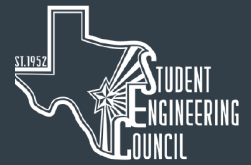


RESEARCH SPEAKER SERIES



EVENT BRIEF

MARKETING & ANALYTICS COMMITTEE, FALL 2020



2020

KEY FINDINGS

OUTCOMES, & IMPROVEMENTS

PLANNING OUTCOMES

2

WEEKS TO REACH OUT TO PANEL PROFESSORS

4

SEC MEMBERS STAFFED ON PLANNING EVENT

5

DAYS ON SOCIAL MEDIA BEFORE EVENT

-
- FINISH PLANNING SOONER TO ALLOW FOR MORE TIME TO GET THE WORD OUT AND INCREASE STUDENT TURNOUT
 - REACHING OUT TO PROFESSORS EARLIER WILL GIVE THEM MORE TIME TO PREPARE ENGAGING CONTENT FOR STUDENTS
 - CONTACT UNDERGRADUATE RESEARCHERS AHEAD OF TIME TO ENSURE THERE ARE ENOUGH FOR THE PANEL

PUBLICITY IMPACT

11%

ATTENDEES FOUND OUT ABOUT EVENT THROUGH SOCIAL MEDIA (ONLY FACEBOOK)

29%

ATTENDEES FOUND OUT ABOUT EVENT THROUGH A NEWSLETTER (ESL/COCKRELL)

39

PEOPLE RESPONDED TO FACEBOOK EVENT

-
- THOUGH EVENT WAS ADVERTISED ON FACEBOOK AND INSTAGRAM, NO ATTENDEE LEARNED OF THE EVENT THROUGH INSTAGRAM
 - MANY PEOPLE RESPONDED TO FACEBOOK EVENT WHEN IT WAS FIRST POSTED ABOUT A WEEK BEFORE THE EVENT (REMINDERS CLOSER TO THE EVENT DATE MAY BE USEFUL)
 - THE NEWSLETTERS SEEMED TO REACH THE MOST STUDENTS IN TERMS OF SUCCESSFUL ADVERTISING FOR THIS EVENT

EVENT IMPACT

17

TOTAL ATTENDEES OVER 2 DAYS

88%

ATTENDEES WHO WERE INTERESTED IN RESEARCH AFTER THIS EVENT

58.8%

ATTENDEES WHO WERE FIRST-YEAR STUDENTS

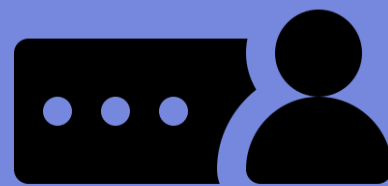
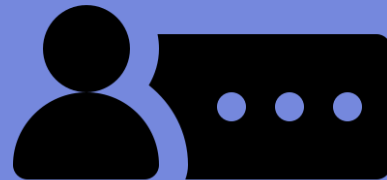
-
- 70% OF THE ATTENDEES WERE INTERESTED IN THE RESEARCH STUDIES PRESENTED DURING EVENT
 - ALL STUDENTS SAID THEY HAD THE OPPORTUNITY TO ASK QUESTIONS, IF ANY, AND THAT THEY WERE ANSWERED
 - STUDENTS MENTIONED THAT A HANDOUT WITH RESEARCH SUMMARIES OR WEBSITE INFO WOULD BE USEFUL AFTER EVENT

SUGGESTED TARGETS

01

REACH A LARGER AUDIENCE

START POSTING ON SOCIAL MEDIA EARLIER, ENSURE EVENT IS IN COCKRELL AND ESL NEWSLETTERS, AND ANNOUNCE IN FRESHMAN AND SOPHOMORE LEVEL ENGINEERING CLASSES



02

CREATE ENGAGING MEDIA

ASK PROFESSORS TO PREPARE A QUICK PRESENTATION OR CREATE A DEMONSTRATION VIDEO OF THEIR LAB

03

HAVE A BACKUP PLAN

IN CASE PANELISTS DON'T SHOW UP OR CANCEL THE DAY OF, PREPARE EXTRA QUESTIONS IN CASE PANELISTS ANSWER QUICKLY.

