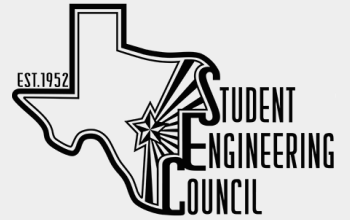


# DESIGNATHON



## EVENT BRIEF

MARKETING & ANALYTICS COMMITTEE, FALL 2020

# design·a·thon

(Nov. 12 - 15, 2020)

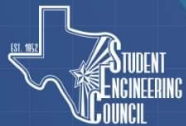
### 1. COMPETITION DATES

(Thursday 11/12, 5:00 PM): Event Rules/ Prompt Released  
(Thursday 11/12, 7:00 PM): Opening Ceremony and Kickoff  
(Sunday 11/15, 5:00 PM): Submissions Due  
(Sunday 11/15, 7:30 PM): Closing Ceremony and Awards

First Place: \$500  
Second Place: \$300  
Third Place: \$200

### 2. WORKSHOPS

(Wednesday 11/11, 3:00 PM): Entrepreneurship Workshop  
(Thursday 11/12, 5:15 PM): Product and Prototype Design Workshop  
(Friday 11/13, 8:00 PM): CAD Workshop



# 2020

# KEY FINDINGS

## OUTCOMES, & IMPROVEMENTS

### PLANNING SUGGESTIONS

---

- ENSURE THAT SUBCOMMITTEES MAINTAIN EFFECTIVE CHANNELS OF COMMUNICATION SO EVERYONE IS ON THE SAME PAGE
- HAVE A RUN-THROUGH OF WORKSHOPS WITH THE SPEAKER BEFOREHAND SO THE PRESENTATION IS PREPARED AND RELEVANT
- PREPARE JUDGES BEFOREHAND TO REDUCE TIME STRESS ON THE DAY OF THE EVENT

### PUBLICITY IMPACT

---

86%

INDIVIDUAL SIGNUPS WERE UNDERCLASSMEN

52%

TEAMS FOUND OUT ABOUT EVENT THROUGH COCKRELL NEWSLETTER OR THROUGH A FRIEND

646

ACCOUNTS REACHED THROUGH INSTAGRAM POST @SECTEXAS

- 
- SUCCESSFUL IN ENCOURAGING UNDERCLASSMEN TO SIGN UP
  - APPROXIMATELY 100 ACCOUNTS REACHED THAT WERE NOT FOLLOWING @SECTEXAS

### EVENT IMPACT

---

124

TOTAL ATTENDEES

83%

SIGNED UP AS TEAMS

93%

WOULD PARTICIPATE AGAIN

- 
- PARTICIPANTS VIEWED THE PROMPT AS VERY ENGAGING (4.07/5 RATING)
  - PARTICIPANTS BELIEVED THE WORKSHOPS WERE ADEQUATELY HELPFUL (3.14/5 RATING)

# SUGGESTED TARGETS

01

## MARKETING

IMPROVE MARKETING BY REACHING OUT TO FIGS AND ENCOURAGING FIRST-YEARS TO SIGN UP AS A TEAM.



02

## STUDENT CONNECTION

ENCOURAGE MORE INTERACTION BETWEEN MEMBERS OF SEPARATE TEAMS SO UNDERCLASSMEN CAN MEET THEIR PEERS.

03

## SCHEDULING

FINALIZE WORKSHOP DATES WELL IN ADVANCE SO PUBLICITY CAN BE SENT OUT EARLY. FURTHERMORE, SPACE OUT TIMING BETWEEN SUBMISSION DEADLINE, JUDGING, AND RESULTS.

