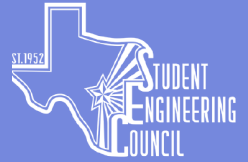


PUBLICITY WORKSHOP



EVENT BRIEF

MARKETING & ANALYTICS COMMITTEE, FALL 2020

EST. 1952 STUDENT ENGINEERING COUNCIL

COCKRELL SCHOOL CARES

PUB 301:
**INTRODUCTION
TO GRAPHIC DESIGN**

THURSDAY, NOV 5TH
7-8 PM CST

2020

MAC@SEC.ENGR.UTEXAS.EDU - AUSTIN TSAO AND JACK ZHAO

KEY FINDINGS

OUTCOMES, & IMPROVEMENTS

PLANNING OUTCOMES

- FIGURE OUT WHETHER INVITING PUB TEAMS FROM OTHER ORGS OR ANYONE
 - CREATE AN INTEREST FORM TO APPROXIMATE ATTENDEE AMOUNT, THUS HELPING REHEARSAL BE LESS CHAOTIC
 - INCLUDE MORE INTERACTIVE PORTIONS
-

DEMOGRAPHIC

6/10

AVERAGE BACKGROUND EXPERIENCE
WITH GRAPHIC DESIGN

- MAJORITY OF ATTENDEES FROM SEC, SOME ATTENDEES FROM OTHER ORGANIZATIONS AS WELL
- FAIRLY WIDE DISTRIBUTION OF EXPERIENCE LEVELS: SOME HAD LITTLE, OTHERS HAD A LOT OF EXPERIENCE
- MANY ATTENDEES LEARNED MORE ABOUT SPECIFIC TOOLS: CANVA, FACEBOOK FOLD, WEBSITE, ETC.

6.5/10

AVERAGE BACKGROUND EXPERIENCE
WITH SOCIAL MEDIA PLATFORMS

EVENT IMPACT

100%

ATTENDEES LEARNED SOMETHING
NEW

- ALL ATTENDEES STATED THAT THEY LEARNED SOMETHING FROM THE EVENT!
- ATTENDEES SAID IT WOULD BE HELPFUL TO VIEW MATERIAL AFTERWARDS (EITHER COPY OF SLIDES OR REFERENCE SHEET)
- SOME WOULD LIKE TO SEE MORE AUDIENCE INPUT/INTERACTION AND FOCUS ON BASICS/TECHNICAL SKILLS
- MOST PEOPLE ENJOYED THE COLLABORATION, EXAMPLES, AND DECISION-MAKING THOUGHT PROCESS IN CHOOSING DESIGNS

82%

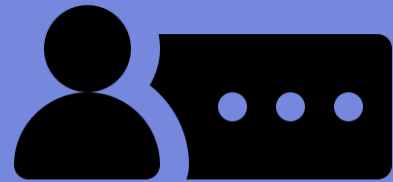
WOULD DEFINITELY RETURN FOR
ANOTHER WORKSHOP

SUGGESTED TARGETS

01

INCREASING TURN-OUT

FIGURE OUT THE TARGET AUDIENCE AND ADVERTISE ACCORDINGLY. MAYBE CREATE A FLYER THAT HAS THE DATE AS WELL AS THE CONTENT COVERED AT THE EVENT.



02

QUALITY OF CONTENT

ATTENDEES GENERALLY LOVED THE CONTENT OF THE EVENT. DELVE DEEPER IN TO THE TOPIC AND COVER THE BASICS. INCLUDE MORE INTERACTIVE PORTIONS.

03

EXPERIENCE GAINED

ALL ATTENDEES LEARNED SOMETHING FROM THE EVENT REGARDLESS OF BACKGROUND KNOWLEDGE OF FACEBOOK AND INSTAGRAM.

