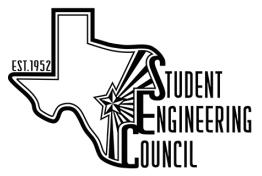


# CORPORATE LUNCHEON



## EVENT BRIEF

MARKETING & ANALYTICS COMMITTEE



# KEY FINDINGS

## RATINGS, OUTCOMES, & IMPROVEMENTS

### 1/3 PLANNING OUTCOMES

70

17.5

4

TOTAL HOURS SPENT PLANNING  
AND RUNNING EVENT

AVERAGE HOURS PER CAPITA  
SPENT ON EVENT

SEC MEMBERS STAFFED ON EVENT,  
EXCLUDING SFE FRESHMEN

- FIRST MEETING BETWEEN DIRECTORS AND ECAC OCCURRED IN DECEMBER
- ECAC ADMINISTRATION WAS DIFFICULT TO WORK AND PLAN WITH
- INVITATIONS TO COMPANIES WERE SENT OUT UNREASONABLY LATE

### 3/3 OPERATIONAL OUTCOMES

6

9

85

COMPANIES SENT  
REPRESENTATIVES TO ATTEND

COMPANY REPRESENTATIVES  
PRESENT DURING EVENT

SANDWICHES PROVIDED TO  
ATTENDEES AND REPRESENTATIVES

- THERE WAS AN ISSUE WITH STUDENTS TAKING FOOD AND LEAVING AND WITH PORTION CONTROL
- NO ATTENDEES USED THE ICEBREAKER GAMES PROVIDED AND FELT THEIR INTERACTIONS WITH THE REPS WAS AWKWARD
- ATTENDEES WISHED THE COMPANY TABLES HAD LABELS

### 2/3 FINANCIAL OUTCOMES

\$858

\$17.51

25.3%

TOTAL SPENT ON EVENT

DOLLARS SPENT PER ATTENDEE

OF BUDGET SPENT ON SHIRTS

- THIS EVENT IS ONE OF THE MOST EXPENSIVE EVENTS THAT SEC PUTS ON
- ONLY 3.7% WAS SPENT ON PUBLICITY, WHEREAS THE SHIRTS WERE EXPENSIVE AND PROVIDE QUESTIONABLE ADDED VALUE

# KEY FINDINGS

## RATINGS, OUTCOMES, & IMPROVEMENTS

### 1/3 MARKETING OUTCOMES

538

PEOPLE REACHED THROUGH  
FACEBOOK EVENT PAGE

32

NON-SEC PEOPLE REACHED  
THROUGH PUBLICITY

9.11%

PUBLICITY  
CONVERSION

- PUBLICITY MEMBERS CREATED 10 DRAFTS OF THE FACEBOOK COVER PHOTO BUT "DID NOT HAVE ENOUGH TIME" TO EXPAND TO OTHER SOCIAL MEDIA SITES
- PUBLICITY BEGAN VERY LATE DUE TO THE INVITATIONS TO THE COMPANIES BEING SENT OUT LATE
- FEWER PEOPLE HEARD ABOUT CORPORATE LUNCHEON FROM A FRIEND RELATIVE TO OTHER SEC EVENTS

### 2/3 EVENT IMPACT

49

TOTAL  
ATTENDEES

14.6%

ATTENDEES WHO WERE GRADUATE  
STUDENTS

41.7%

ATTENDEES WHO WERE  
MECHANICAL ENGINEERING

- MOST STUDENTS WERE THERE TO PREPARE FOR EXPO ITSELF, RATHER THAN NETWORK WITH SPECIFIC COMPANIES
- EVENT REACHED LESS THAN 20% OF PREVIOUS ATTENDEES OF CORPORATE CHILI COOK-OFF
- CORPORATE LUNCHEON LACKS THE UNIQUE DRAW THAT CORPORATE CHILI COOK-OFF OFFERED

9/20

## OVERALL RATING

BASED ON POOR PLANNING AND PUBLICITY, AND  
A QUESTIONABLE IMPACT WHEN COMPARED TO  
THE PREVIOUS CORPORATE CHILI COOK-OFF

# SUGGESTED TARGETS

**01**

GAIN ECAC APPROVAL AT LEAST 2  
WEEKS PRIOR TO SPRING EXPO  
INVITATIONS

THIS WILL ALLOW SFE TO EMAIL COMPANIES EARLIER  
THAN THEY DID THIS YEAR, HOPEFULLY LEADING TO  
MORE COMPANIES ATTENDING NEXT YEAR.

**02**

INCREASE NUMBER OF COMPANIES  
ATTENDING TO 8

HAVING MORE COMPANIES WILL INCREASE THE DRAW  
AND THE BENEFIT TO STUDENTS ATTENDING.

**03**

HAVE POSTERS IN AT LEAST 3  
BUILDINGS

HAVING A POSTER ONLY IN THE EERC LIMITS THE REACH  
OF PUBLICITY, ESPECIALLY SINCE THIS EVENT WAS HELD  
IN THE MECHANICAL ENGINEERING BUILDING.

**04**

ADVERTISE DURING AT LEAST 5  
MEETINGS

HAVING A SPEAKER CIRCUIT IN ORG MEETINGS, FIG  
MEETINGS, AND CLASSES WILL INCREASE THE VARIETY  
OF STUDENTS REACHED.

**05**

DECREASE COST TO \$10 PER ATTENDEE

THIS EVENT SHOULD BETTER MATCH OTHER SEC EVENTS,  
EITHER BY INCREASING THE NUMBER OF ATTENDEES OR  
DECREASING THE COSTS SPENT.

**06**

HAVE AT LEAST 100 ATTENDEES

THIS EVENT'S SCOPE NEEDS TO BE RETURNED TO THE  
PREVIOUS CORPORATE CHILI COOK-OFF'S SCOPE IN  
TERMS OF NUMBER OF STUDENTS ATTENDING.