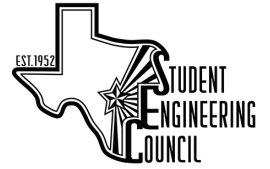


# CORPORATE LUNCHEON

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## EVENT BRIEF

MARKETING & ANALYTICS COMMITTEE



MAC@SEC.ENGR.UTEXAS.EDU

# KEY FINDINGS

## RATINGS, OUTCOMES, & IMPROVEMENTS

### 1/3 PLANNING OUTCOMES

70

TOTAL HOURS SPENT PLANNING  
AND RUNNING EVENT

17.5

AVERAGE HOURS PER CAPITA  
SPENT ON EVENT

4

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

COMPANIES SENT  
REPRESENTATIVES TO ATTEND

9

COMPANY REPRESENTATIVES  
PRESENT DURING EVENT

85

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

TOTAL SPENT ON EVENT

\$17.51

DOLLARS SPENT PER ATTENDEE

25.3%

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.