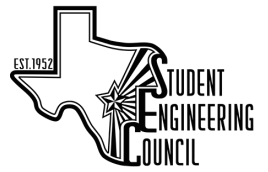


COCKRELL KICKOFF



EVENT BRIEF

MARKETING & ANALYTICS COMMITTEE, FALL 2020



2020

MAC@SEC.ENGR.UTEXAS.EDU

KEY FINDINGS

OUTCOMES, & IMPROVEMENTS

PLANNING OUTCOMES

3

DAYS OF EVENTS PLANNED

4

SEC MEMBERS STAFFED ON
ADVERTISING EVENT

3

SEC MEMBERS STAFFED ON EVENT,
INCLUDING DIRECTORS

- PLAN AND CONFIRM COLLABORATION WITH OTHER ORGS EARLIER AND HAVE THEM ADVERTISE AS WELL
- MORE CLEARLY DEFINE INTER-COMMITTEE AND INTRA-COMMITTEE ROLES EARLIER
- AFTER INITIAL PLANNING, PROGRESS MOVED SMOOTHLY

PUBLICITY IMPACT

16.2%

ATTENDEES FOUND OUT ABOUT
EVENT THROUGH SOCIAL MEDIA

10.0%

ATTENDEES FOUND OUT ABOUT
EVENT THROUGH ESL NEWSLETTER

257

AVERAGE VIEWS ON FACEBOOK FOR
COCKRELL KICKOFF EVENTS

- SOCIAL MEDIA TAKEOVER ON COCKRELL SCHOOL PAGE SUCCESSFUL (1000-1500 PEOPLE VIEWED)
- EVENT COULD BENEFIT FROM EARLIER PROMOTIONAL CAMPAIGNING
- THOUGH ENGAGEMENT ON SOCIAL MEDIA WAS HIGH, PROCESS COULD BE STREAMLINED TO REMOVE GLITCHES/MISTAKES

EVENT IMPACT

43

TOTAL
ATTENDEES

15

SUBEVENTS PLANNED THROUGHOUT
3 DAY KICKOFF

48.5%

ATTENDEES WHO WERE FIRST-YEAR
STUDENTS

- THERE WAS 1 SIGNIN ON DAY 1: MAKE SURE THE FORM IS SET UP AND ORGS PUSH PEOPLE TO SIGN IN
- GOOD ENGAGEMENT/INTERACTION ON SOCIAL MEDIA
- SOME EARLIER LUNCHEES WITH SMALLER ORGS HAD LOW OVERALL TURNOUT
- SOME EVENTS HAD LOW FIRST-YEAR TURNOUT: TARGET FIRST-YEAR PAGES/GROUPS

SUGGESTED TARGETS

01

COLLABORATION WITH OTHER ORGS

COMMUNICATE AND CONFIRM PLANS WITH OTHER ORGS EARLIER. MAKE SURE THESE ORGS ADVERTISE THE EVENT ON THEIR OWN PAGES AS WELL.



03

MARKETING ADJUSTMENTS

TARGET FRESHMAN-ORIENTED PAGES/GROUPS, BUT ENSURE THAT THE ADVERTISING APPEALS TO A BROADER AUDIENCE

02

SOCIAL MEDIA GUIDE

ENSURE MEMBERS ARE TRAINED ON SOCIAL MEDIA AND HAVE A STREAMLINED PROCESS/GUIDE TO REDUCE DIFFICULTIES

