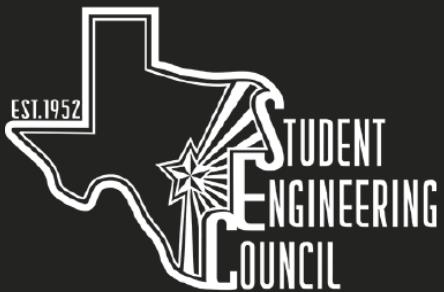
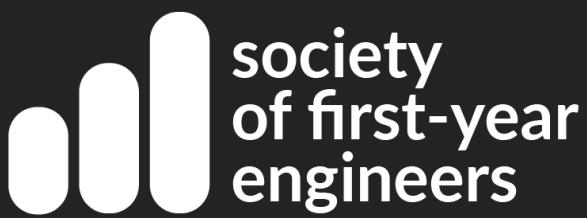


EVENT BRIEF

FALL



Prepared By:

Aashay Patel,
Jack Zhao

Directed By:

Aashay Patel,
Adrian Jeyakumar

FIRST YEAR NIGHT OF FUN

FIRST-YEAR FUN NIGHT

Take a break from school with a virtual game night featuring the Class of 2024!

September 22nd, 7-8pm

Zoom: 987 4937 4712

01

Key Findings

Planning

- Overestimated the amount of attendees
- Breakout rooms had their own, unique game being played
- Under-utilized MAL's in the main lobby

Impact

- First Years genuinely enjoyed the games being played
- 2-3 of the breakout rooms went over the allocated time

Participant Ratings

Connecting with fellow freshman - **6.7/10**

Connecting with SFE Mentors: **7/10**

02

Key Findings

Publicity

Slack: 75%

Instagram: 6.25%

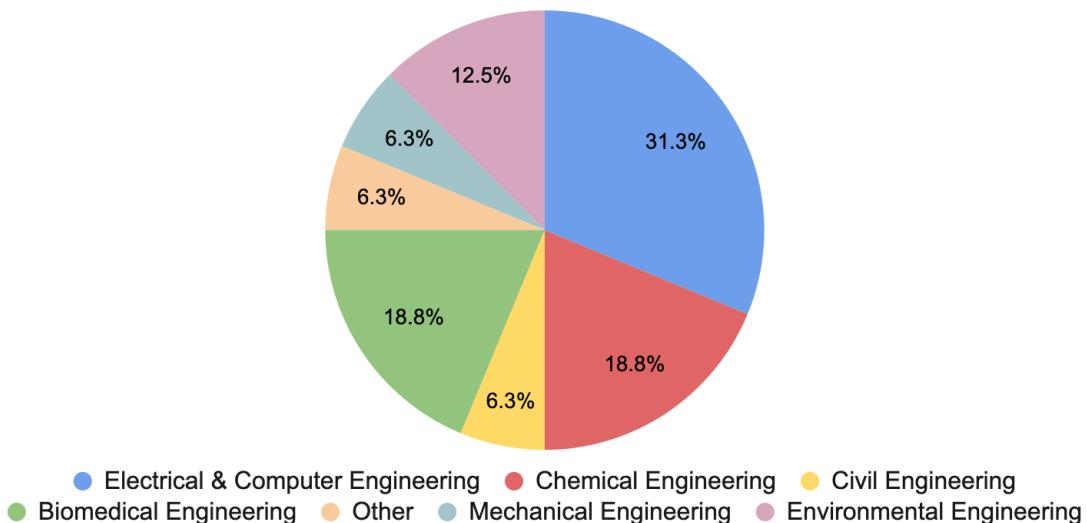
Friends: 6.25%

Presentations: 6.25%

Other: 6.25%

- Slack is great tool to capture students and keep them invested in SFE events.
- The Instagram reached 257 individuals with 5 profile visits
- All attendees were first-years

Major Participation



Suggested Targets

03



Publicity

Measure publicity engagement and set a target attendee number based on that to address day of logistics. We recommend expanding publicity of the event using Slack and Instagram as they had the most outreach.



Games

Take advantage of the MAL's in the main room to improve MAL to freshman ratio. We suggest utilizing breakout rooms to cater for the game interests of the participants.