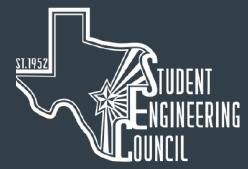


# RESEARCH SPEAKER



# SERIES

## EVENT BRIEF

MARKETING & ANALYTICS COMMITTEE, FALL 2020



# 2020

# KEY FINDINGS

## OUTCOMES, & IMPROVEMENTS

### PLANNING OUTCOMES

2

WEEKS TO REACH OUT TO PANEL  
PROFESSORS

4

SEC MEMBERS STAFFED ON  
PLANNING EVENT

5

DAYS ON SOCIAL MEDIA BEFORE  
EVENT

- FINISH PLANNING SOONER TO ALLOW FOR MORE TIME TO GET THE WORD OUT AND INCREASE STUDENT TURNOUT
- REACHING OUT TO PROFESSORS EARLIER WILL GIVE THEM MORE TIME TO PREPARE ENGAGING CONTENT FOR STUDENTS
- CONTACT UNDERGRADUATE RESEARCHERS AHEAD OF TIME TO ENSURE THERE ARE ENOUGH FOR THE PANEL

### PUBLICITY IMPACT

11%

ATTENDEES FOUND OUT ABOUT  
EVENT THROUGH SOCIAL MEDIA  
(ONLY FACEBOOK)

29%

ATTENDEES FOUND OUT ABOUT  
EVENT THROUGH A NEWSLETTER  
(ESL/COCKRELL)

39

PEOPLE RESPONDED TO FACEBOOK  
EVENT

- THOUGH EVENT WAS ADVERTISED ON FACEBOOK AND INSTAGRAM, NO ATTENDEE LEARNED OF THE EVENT THROUGH INSTAGRAM
- MANY PEOPLE RESPONDED TO FACEBOOK EVENT WHEN IT WAS FIRST POSTED ABOUT A WEEK BEFORE THE EVENT (REMINDERS CLOSER TO THE EVENT DATE MAY BE USEFUL)
- THE NEWSLETTERS SEEMED TO REACH THE MOST STUDENTS IN TERMS OF SUCCESSFUL ADVERTISING FOR THIS EVENT

### EVENT IMPACT

17

TOTAL  
ATTENDEES OVER 2 DAYS

88%

ATTENDEES WHO WERE INTERESTED  
IN RESEARCH AFTER THIS EVENT

58.8%

ATTENDEES WHO WERE FIRST-YEAR  
STUDENTS

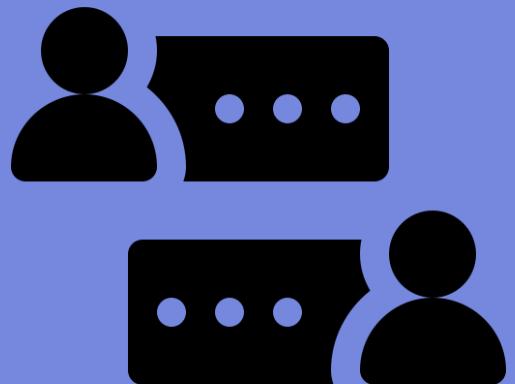
- 70% OF THE ATTENDEES WERE INTERESTED IN THE RESEARCH STUDIES PRESENTED DURING EVENT
- ALL STUDENTS SAID THEY HAD THE OPPORTUNITY TO ASK QUESTIONS, IF ANY, AND THAT THEY WERE ANSWERED
- STUDENTS MENTIONED THAT A HANDOUT WITH RESEARCH SUMMARIES OR WEBSITE INFO WOULD BE USEFUL AFTER EVENT

# SUGGESTED TARGETS

01

## REACH A LARGER AUDIENCE

START POSTING ON SOCIAL MEDIA EARLIER, ENSURE EVENT IS IN COCKRELL AND ESL NEWSLETTERS, AND ANNOUNCE IN FRESHMAN AND SOPHOMORE LEVEL ENGINEERING CLASSES



02

## CREATE ENGAGING MEDIA

ASK PROFESSORS TO PREPARE A QUICK PRESENTATION OR CREATE A DEMONSTRATION VIDEO OF THEIR LAB



03

## HAVE A BACKUP PLAN

IN CASE PANELISTS DON'T SHOW UP OR CANCEL THE DAY OF, PREPARE EXTRA QUESTIONS IN CASE PANELISTS ANSWER QUICKLY.

