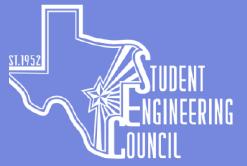


# PUBLICITY



# WORKSHOP

## EVENT BRIEF

MARKETING & ANALYTICS COMMITTEE, FALL 2020

**PUB 301:**  
**INTRODUCTION**  
**TO GRAPHIC DESIGN**

THURSDAY, NOV 5TH  
7-8 PM CST

# 2020

# KEY FINDINGS

## OUTCOMES, & IMPROVEMENTS

### PLANNING OUTCOMES

- FIGURE OUT WHETHER INVITING PUB TEAMS FROM OTHER ORGS OR ANYONE
- CREATE AN INTEREST FORM TO APPROXIMATE ATTENDEE AMOUNT, THUS HELPING REHEARSAL BE LESS CHAOTIC
- INCLUDE MORE INTERACTIVE PORTIONS

### DEMOGRAPHIC

6/10

AVERAGE BACKGROUND EXPERIENCE  
WITH GRAPHIC DESIGN

6.5/10

AVERAGE BACKGROUND EXPERIENCE  
WITH SOCIAL MEDIA PLATFORMS

- MAJORITY OF ATTENDEES FROM SEC, SOME ATTENDEES FROM OTHER ORGANIZATIONS AS WELL
- FAIRLY WIDE DISTRIBUTION OF EXPERIENCE LEVELS: SOME HAD LITTLE, OTHERS HAD A LOT OF EXPERIENCE
- MANY ATTENDEES LEARNED MORE ABOUT SPECIFIC TOOLS: CANVA, FACEBOOK FOLD, WEBSITE, ETC.

### EVENT IMPACT

100%

ATTENDEES LEARNED SOMETHING  
NEW

82%

WOULD DEFINITELY RETURN FOR  
ANOTHER WORKSHOP

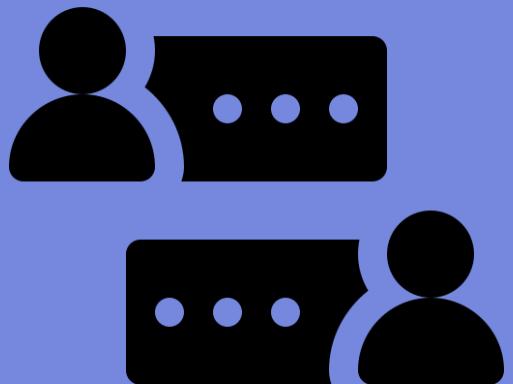
- ALL ATTENDEES STATED THAT THEY LEARNED SOMETHING FROM THE EVENT!
- ATTENDEES SAID IT WOULD BE HELPFUL TO VIEW MATERIAL AFTERWARDS (EITHER COPY OF SLIDES OR REFERENCE SHEET)
- SOME WOULD LIKE TO SEE MORE AUDIENCE INPUT/INTERACTION AND FOCUS ON BASICS/TECHNICAL SKILLS
- MOST PEOPLE ENJOYED THE COLLABORATION, EXAMPLES, AND DECISION-MAKING THOUGHT PROCESS IN CHOOSING DESIGNS

# SUGGESTED TARGETS

01

## INCREASING TURN-OUT

FIGURE OUT THE TARGET AUDIENCE AND ADVERTISE ACCORDINGLY. MAYBE CREATE A FLYER THAT HAS THE DATE AS WELL AS THE CONTENT COVERED AT THE EVENT.



02

## QUALITY OF CONTENT

ATTENDEES GENERALLY LOVED THE CONTENT OF THE EVENT. DELVE DEEPER IN TO THE TOPIC AND COVER THE BASICS. INCLUDE MORE INTERACTIVE PORTIONS.

03

## EXPERIENCE GAINED

ALL ATTENDEES LEARNED SOMETHING FROM THE EVENT REGARDLESS OF BACKGROUND KNOWLEDGE OF FACEBOOK AND INSTAGRAM.

