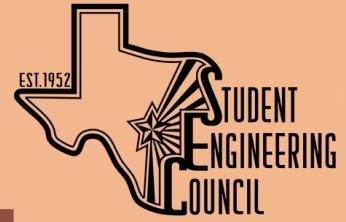


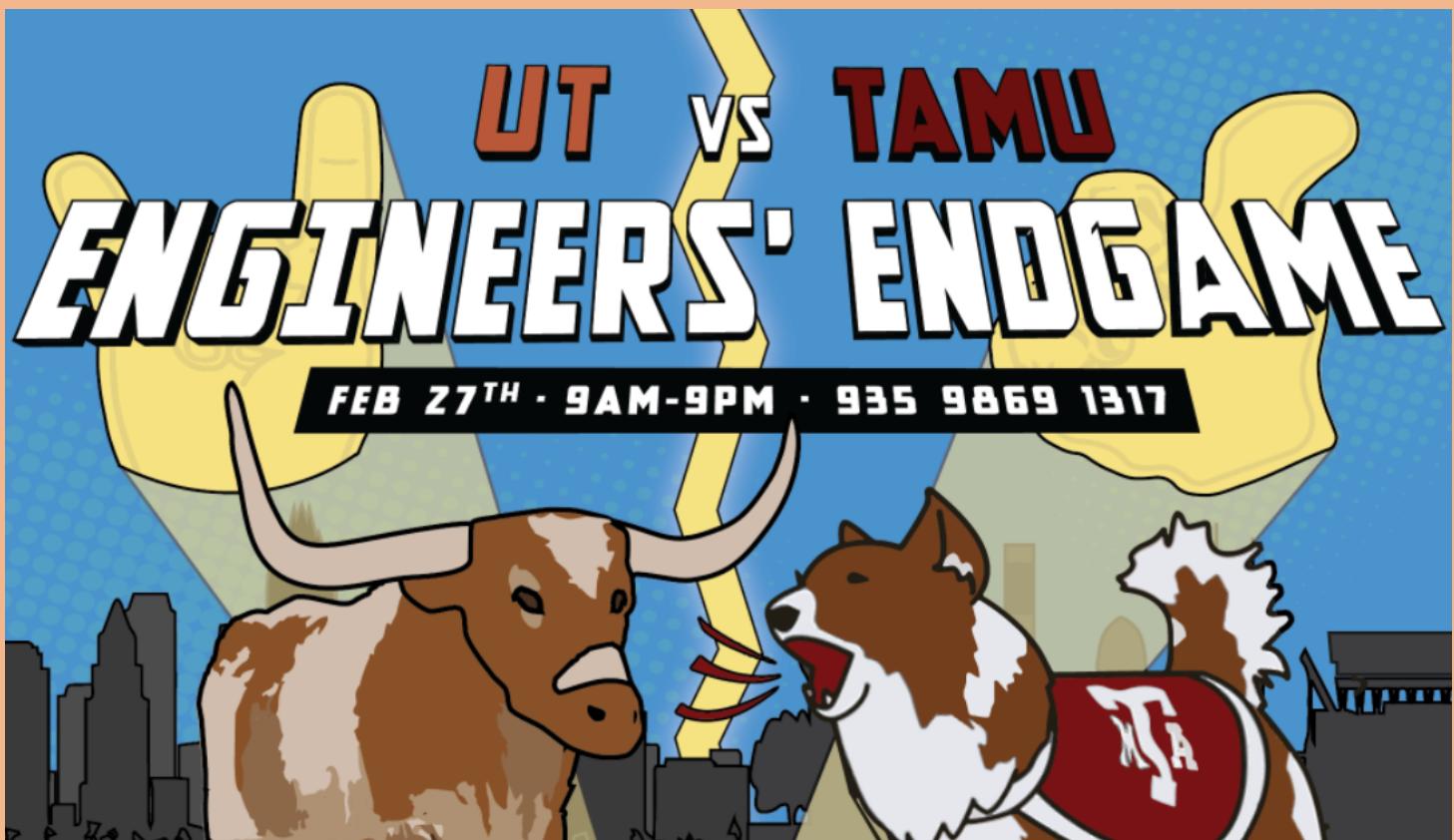
UT VS TAMU



ENGINEER'S ENDGAME

EVENT BRIEF

MARKETING & ANALYTICS COMMITTEE, SPRING 2021



2021

KEY FINDINGS

OUTCOMES, & IMPROVEMENTS

PLANNING OUTCOMES

3

MONTHS OF PLANNING

3

SEC MEMBERS LED PLANNING

- EVENT PLANNING WAS COMPLETED A WEEK EARLIER THAN EXPECTED ALLOWING FOR FOCUS ON OTHER TASKS
- CONSIDER HAVING UT TEAMS COMPETE DIRECTLY WITH TAMU TEAMS TO INCREASE SPIRIT, ENERGY, AND ENGAGEMENT
- ENSURE GOOGLE DOCS AND OTHER PUBLIC FORMS ARE ACCESSIBLE TO ALL PARTICIPANTS

PUBLICITY IMPACT

60%

ATTENDEES FOUND OUT FROM BEING A MEMBER OF AN ENGINEERING ORG

1271

ACCOUNTS REACHED FROM POSTS ON INSTAGRAM

51%

ACCOUNTS REACHED WERE NOT CURRENT FOLLOWERS

- GREAT TO SEE THAT THE PROMO POSTS ARE REACHING PEOPLE OUTSIDE OF OUR CURRENT VIEWERSHIP
- IMPRESSIVE RESULTS FROM SPREADING WORD-OF-MOUTH INFO THROUGH MEMBER ORGS
- EMPHASIZE THAT THE EVENT IS OPEN TO ALL ENGINEERING STUDENTS, NOT AN ORG BASED COMPETITION

EVENT IMPACT

98

TOTAL ATTENDEES

12

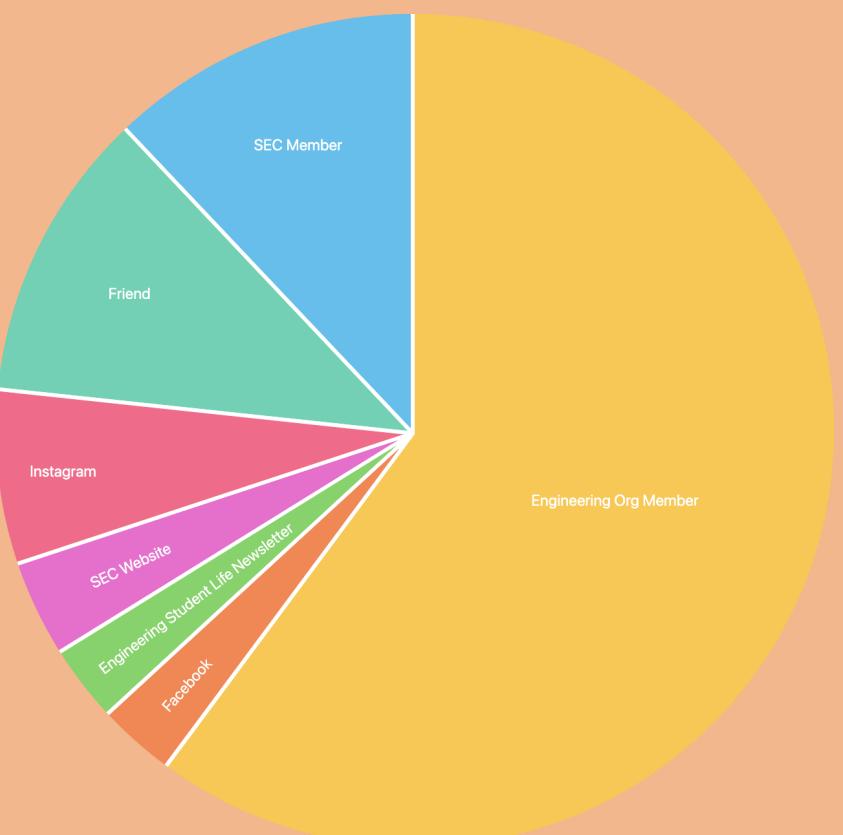
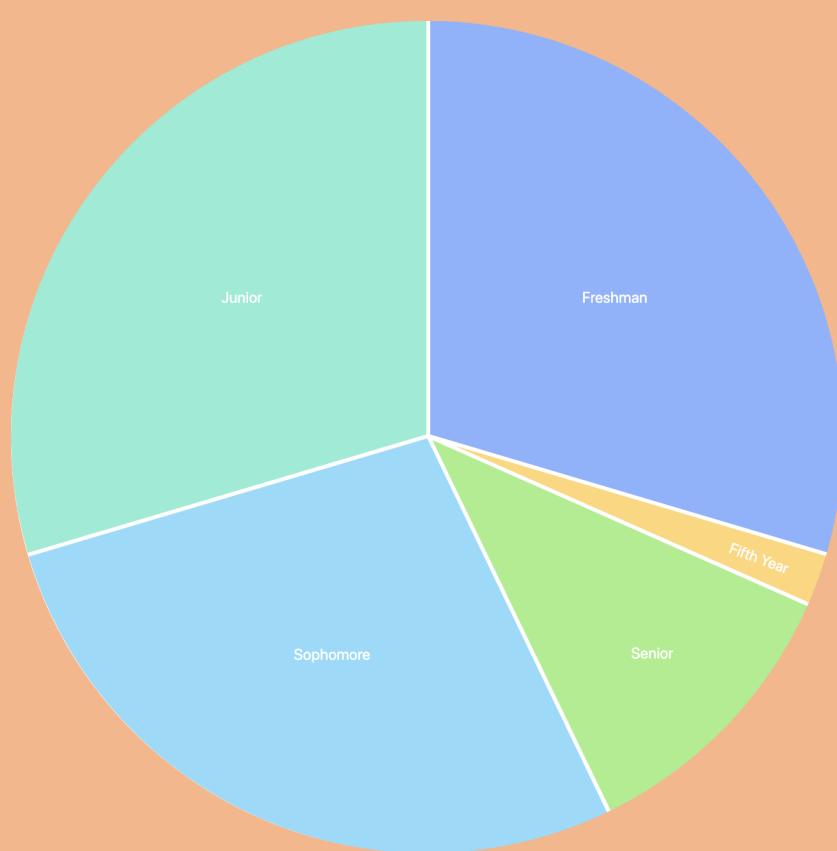
ORGS PARTCIPATED ON BEHALF OF UT

30%

PARTICIPANTS WERE FIRST-YEARS

- BROAD SHOWING BY MEMBER ORGS
- TERRIFIC ENGAGEMENT FROM FIRST-YEARS; ESPECIALLY NOTABLE IN AN ONLINE YEAR
- CREATE CLEAR RUBRICS TO REMOVE INTERPRETATION FROM JUDGING

VISUALIZATIONS

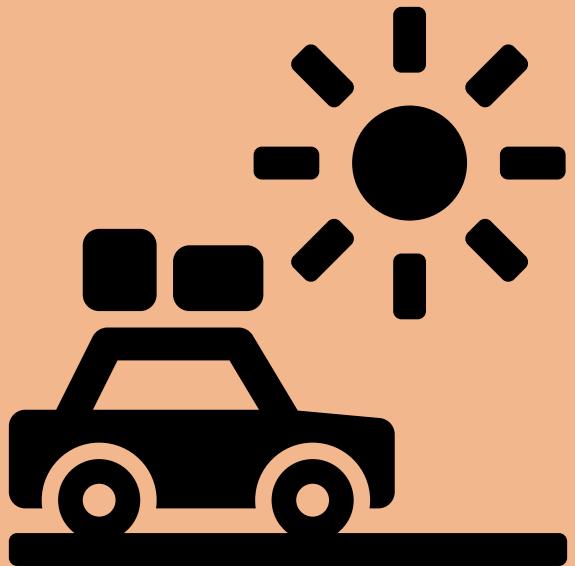


SUGGESTED TARGETS

01

HYBRID UT X TAMU

SEND TEAMS TO TAMU FOR A WEEKEND, BUT STILL INCORPORATE ONLINE CHALLENGES SO PEOPLE UNABLE TO GO CAN COMPETE IN VIRTUAL EVENTS



02

CREATE JOINT COMMITTEE

ESTABLISH JOINT UT X TAMU PLANNING COMMITTEE TO IMPROVE EVENT CONSISTENCY AND OVERALL EVENT COHESIVENESS

INCREASE PUB CONVERSION RATES

CONVERT MORE POST ENGAGEMENTS TO ACTUAL ATTENDEES BY COORDINATING JOINT POSTS W TAMU AND POST BUMPING EACH OTHER

