DESIGNATHON

EVENT BRIEF

MARKETING & ANALYTICS COMMITTEE, FALL 2020

1. COMPETITION DATES
   (Thursday 11/12, 5:00 PM): Event Rules/ Prompt Released
   (Thursday 11/12, 7:00 PM): Opening Ceremony and Kickoff
   (Sunday 11/15, 5:00 PM): Submissions Due
   (Sunday 11/15, 7:30 PM): Closing Ceremony and Awards

2. WORKSHOPS
   (Wednesday 11/11, 3:00 PM): Entrepreneurship Workshop
   (Thursday 11/12, 5:15 PM): Product and Prototype Design Workshop
   (Friday 11/13, 8:00 PM): CAD Workshop

First Place: $500
Second Place: $300
Third Place: $200

MAC@SEC.ENGR.UTEXAS.EDU - SAHIL BOLAR, CHELSEA TENG
PLANNING SUGGESTIONS

- Ensure that subcommittees maintain effective channels of communication so everyone is on the same page
- Have a run-through of workshops with the speaker beforehand so the presentation is prepared and relevant
- Prepare judges beforehand to reduce time stress on the day of the event

PUBLICITY IMPACT

- Individual signups were underclassmen: 86%
- Teams found out about event through Cockrell newsletter or through a friend: 52%
- Accounts reached through Instagram post @sectexas: 646

- Successful in encouraging underclassmen to sign up
- Approximately 100 accounts reached that were not following @sectexas

EVENT IMPACT

- Total attendees: 124
- Signed up as teams: 83%
- Would participate again: 93%

- Participants viewed the prompt as very engaging (4.07/5 rating)
- Participants believed the workshops were adequately helpful (3.14/5 rating)
SUGGESTED TARGETS

01 MARKETING
Improve marketing by reaching out to FIGS and encouraging first-years to sign up as a team.

02 STUDENT CONNECTION
Encourage more interaction between members of separate teams so underclassmen can meet their peers.

03 SCHEDULING
Finalize workshop dates well in advance so publicity can be sent out early. Furthermore, space out timing between submission deadline, judging, and results.