PUBLICITY WORKSHOP

EVENT BRIEF

MARKETING & ANALYTICS COMMITTEE, FALL 2020

PUB 301: INTRODUCTION TO GRAPHIC DESIGN

THURSDAY, NOV 5TH
7-8 PM CST

2020

MAC@SEC.ENGR.UTEXAS.EDU - AUSTIN TSAO AND JACK ZHAO
## 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

<table>
<thead>
<tr>
<th></th>
<th>Score</th>
</tr>
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<tbody>
<tr>
<td>Average background experience with graphic design</td>
<td>6/10</td>
</tr>
<tr>
<td>Average background experience with social media platforms</td>
<td>6.5/10</td>
</tr>
</tbody>
</table>

- 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

<table>
<thead>
<tr>
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<th>Percentage</th>
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<tbody>
<tr>
<td>Attendees learned something new</td>
<td>100%</td>
</tr>
<tr>
<td>Would definitely return for another workshop</td>
<td>82%</td>
</tr>
</tbody>
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- 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.