



Data In Action Agenda: Event Registration Drivers

Purpose: Identify which marketing and promotions best drive association event registration.

Questions:

1. What individual marketing pieces acquire the most event registrations?
2. What specific day of the week gets the most event registrations through email?
3. What time of day gets the most event registrations through email?
4. Are paid events different from free events?
5. How does social media affect registrations?

Marketing Types:

1. Email
2. Forever AU app
3. Social media

Preliminary Conclusions:

AMBUSH Huntsville 2022:

1. **237 registrants via AQ** (296 total attendees)
2. **Event held Thursday 5/5/22, \$39 fee**
 - A. **Highest Registration Date: Tuesday, March 22** (47 registered)
 - B. **Highest Registration Time: 9:00 a.m.** (27 registered)
 - C. **Best day:**
 - a. Email – Tuesday
 - b. App – Wednesday
 - c. Social – N/A
 - D. **Most successful marketing piece** (highest potential conversion percentage): The Prowl member e-newsletter

Ole Miss Huddle 2021

1. **1,313 registrants via AQ** (517 total attendees)
2. **Event held Saturday, 10/30/21, no fee**
 - A. **Highest Registration Date: Monday, October 18** (250 registered)
 - B. **Highest Registration Time: 3:00 p.m.** (138 registered)
 - C. **Best day:**
 - a. Email – Tuesday
 - b. App – Wednesday
 - c. Social – Friday
 - D. **Most successful marketing piece** (highest potential conversion percentage): The Prowl member e-newsletter
 - E. **800 registrants after Oct 18, but not much**
 - F. **26 registered in all other emails**
 - G. **Paid events get registered in the am and pm before and after work**

- H. Free event registration during lunch
- I. Member works

Black Alumni Weekend 2021

1. 205 registrants
2. Event held Friday, 11/12 – Sunday, 11/14
3. Fee
 - A. Highest Registration Date: Thursday, July 29 (20 registered)
 - B. Highest Registration Time: 8:00 a.m. (21 registered)
 - C. Best day:
 - a. Email – Friday
 - b. App – Tuesday
 - c. Social - Friday
 - D. Most successful marketing piece (highest potential conversion percentage): The Prowl member e-newsletter

Overall Conclusions:

1. Emails:
 - a. Reduce number of all alumni emails. Consider micro-campaigns, identifying true audience, analyzing through engagement score or other demographics. Review email send address, more personalized invitations (from Black or Young Alumni Council leaders).
 - b. Stop sending all alumni emails too early as they are not as effective for free events. Save the dates need some sort of call-to-action.
 - c. Revise marketing efforts with several targeted reminders through different avenues (social, utilizing Auburn Clubs and council pages).
 - d. Review language with call-to-action. There should be very specific messaging and content surrounding the CTA.
 - e. Discuss these strategies for event registrations in pre-event meeting.
 - f. Alumni are most likely to register for a paid event at the beginning or end of the day (more detailed registration + payment information required). Alumni are most likely to register for a free event at lunch (browsing during break).
2. Forever AU App:
 - a. Push post-event surveys through the app.
 - b. Use push notifications as additional marketing to invite alumni to register for events.
3. Social/Other:
 - a. Customize social outreach to specific audience and use targeted/boosted ads to promote registration.
 - b. Utilize radio station advertisements and remote broadcasts. Radio station advertisements ran for two weeks before the Ole Miss Huddle and the live broadcast at the alumni center on Friday before the game seemed to influence registration and attendance numbers.