

events

by: nations lending



Post Event Report

Event Name: HEADSHOTS 2023: NEW YEAR NEW YOU

Name of LO/BM:	Matthew Medinger
Branch:	Orland Park - IL
Date:	February 7, 2023
Purpose:	Promoting relationship with partners and securing new contacts
Marketing Support / Collateral:	RSVP Page via Eventbrite Email Invites via Eventbrite Printable Flyer Social Media Image SMS Blast

Email Invites:

1st Invite - 1/12 27 - Delivered 77.8% - Opened 22.2% - Clicks 0% - Unsubscribed 3.6% - Bounced	Follow- up - 1/16 29 - Delivered 48.3% - Opened 3.4% - Clicks 0% - Unsubscribed 3.3% - Bounced	Reminder - 1/31 17 - Delivered 64.7% - Opened 0% - Clicks 0% - Unsubscribed 5.6% - Bounced	Supplement Invites: 1/13 - 3 recipients 1/16 - 2 recipients 1/17 - 1 recipient 1/19 - 6 recipient
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SMS Blast

Sent 1/23 for 22 contacts

RSVP vs. Attendees

Confirmed RSVP: 20	Attendees: 11	Unregistered: 0	Attendance %: 55
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Cost:

- Overall - \$350

Feedbacks:

If there was anything you could change about the event, what would it be?

I would have overbooked the event since there is always a portion that rsvp but don't show up.

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What are ways we can improve in allotting more support?

A prep package would be nice with a guest list form and any other pertinent documents needed for the event.

Did you encounter any challenges in organizing the event? Feedback will be appreciated.

No it was fairly easy.