Post Event Report
Event Name: Money Man's March Madness

Name of LO/BM:	Nic Campbell
Branch:	Appleton - WI
Date:	March 17, 2023
Purpose:	Promoting relationship with partners and securing new contacts
Marketing Support / Collateral:	RSVP Page via Eventbrite Email Invites via Eventbrite Printable Flyer Email Header SMS Blast

Email Invites:

Sent - 03/13 105 - Delivered 51.4% - Opened 4.8% - Clicks 0% - Unsubscribed 2.8% - Bounced	Follow- up - Sent - 03/14 104 - Delivered 40.4% - Opened 5.8% - Clicks 0% - Unsubscribed 3.8% - Bounced	SMS Blast Sent – 3/13 No. Of Contact: 110 Errors: 0

RSVP vs. Attendees

Confirmed RSVP: 20	Attendees: 25	Unregistered: 9	Attendance %: 125%

Cost:
- Overall - $556

Feedbacks:

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

Not sure what I would change - the day of St. Patrick's and NCAA tourney worked well..

What are ways we can improve in allotting more support?

The biggest challenge for me is I don't have time to call or text people individually to get the word out.

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

2 tanners locations so some went to other location as they didn't look closely at address or fact we put the new tanners.