

A2 Tech Trek 2016



People's Choice winner
SpellBound



June 13th
3:00 – 7:00
66 companies
1,300+ attendees



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Why do this?

- Not all citizens of Ann Arbor think our Tech Cluster is a good thing.
- Lack of knowledge among the general population about our growing tech companies creating new jobs.
- Vocal minority of SPARK detractors contacting elected officials and LDFA.
- K-12 students don't think Ann Arbor is cool. (no, seriously.)
- Inspire kids to consider a STEM education by showing them why.

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What is it?

- Tech Trek is an afternoon of coordinated open houses by our downtown AA tech companies.
- Held on the last day of public school
- Targeted attendees are not our typical audience: K-12, general non-tech public, curious out of town visitors, etc.

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How does it work?

- People start the Trek from one of three check in locations.
- Using the mobile app or the paper map people create their own route to visit whichever companies interest them.
- At each stop Trekkers see the office, learn about what the company does, meet the staff, eat food (special beverages for adults) and enjoy whatever activities each company dreams up.

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2016 A2 TECH TREK

PARTICIPATING companies

[A2 Tech Trek Video](#)



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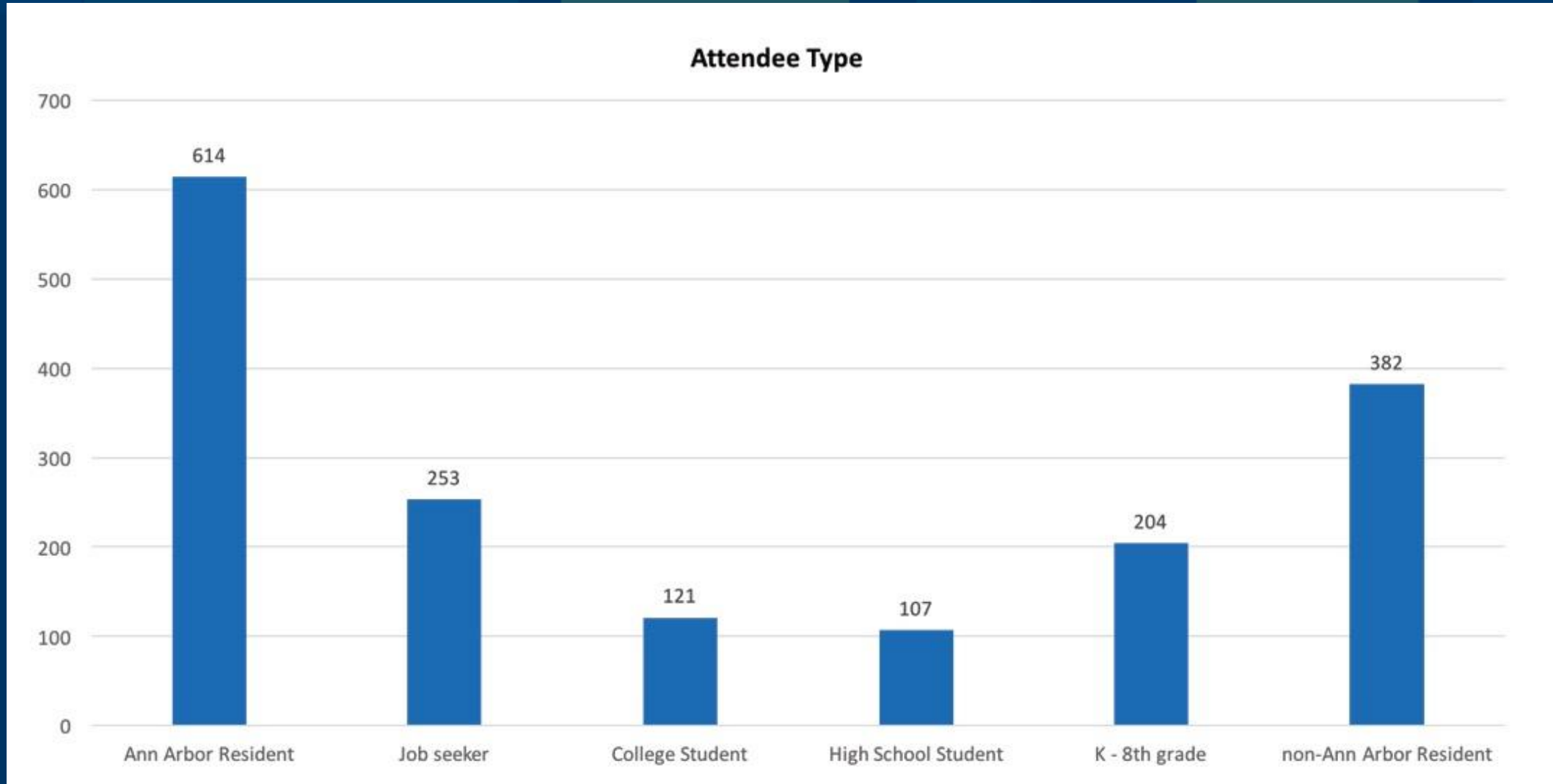


Attendance

Through marketing, we were able to nearly double pre-registration from last year, exposing roughly 1800 people to 66 tech companies in Ann Arbor. Total attendance grew 75% to 1314 people.

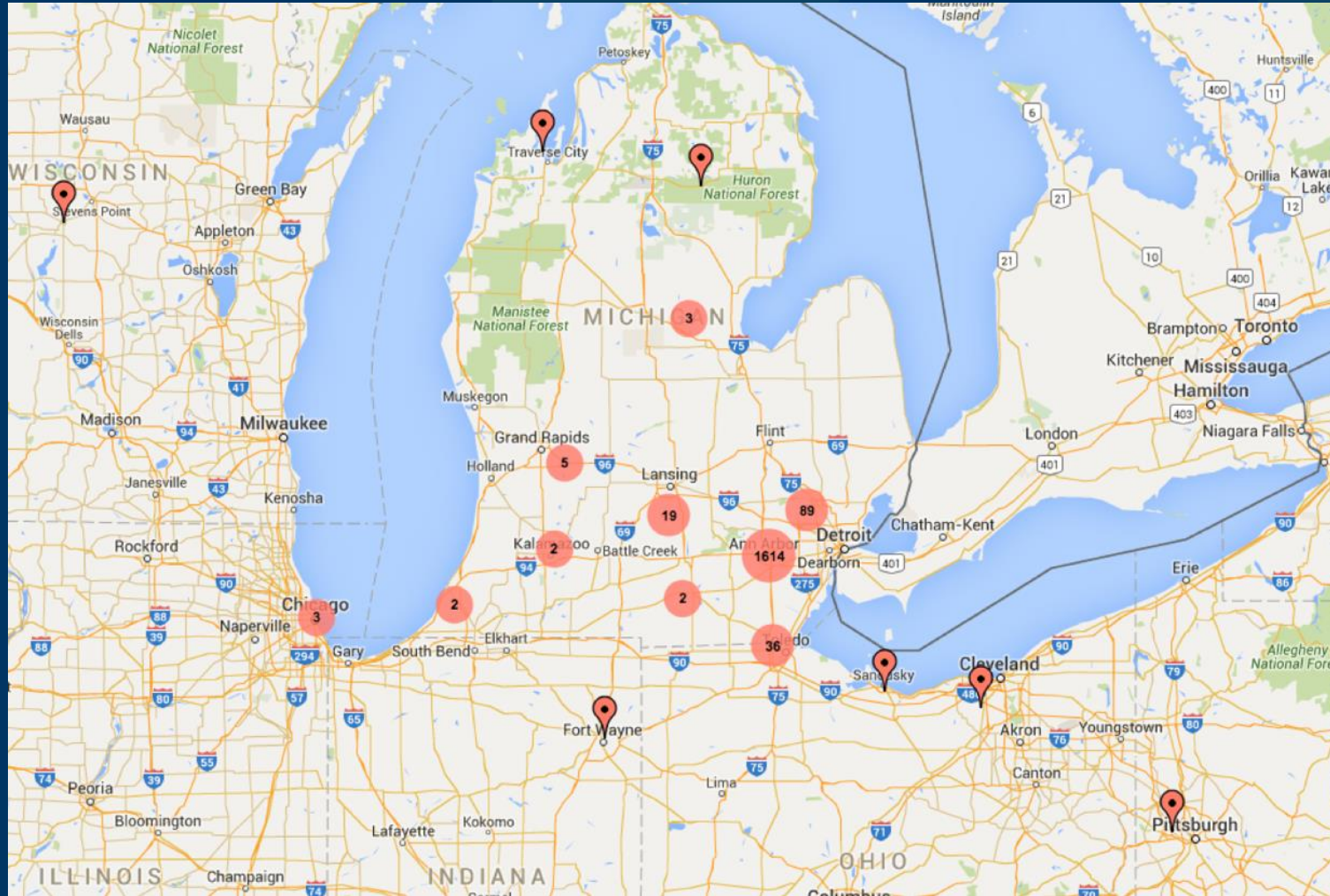
Tech Trek attracted myriad attendees from across the United States, ranging from children to jobseekers. Nearly 30% of trekkers were from out of town, and 20% sought jobs.

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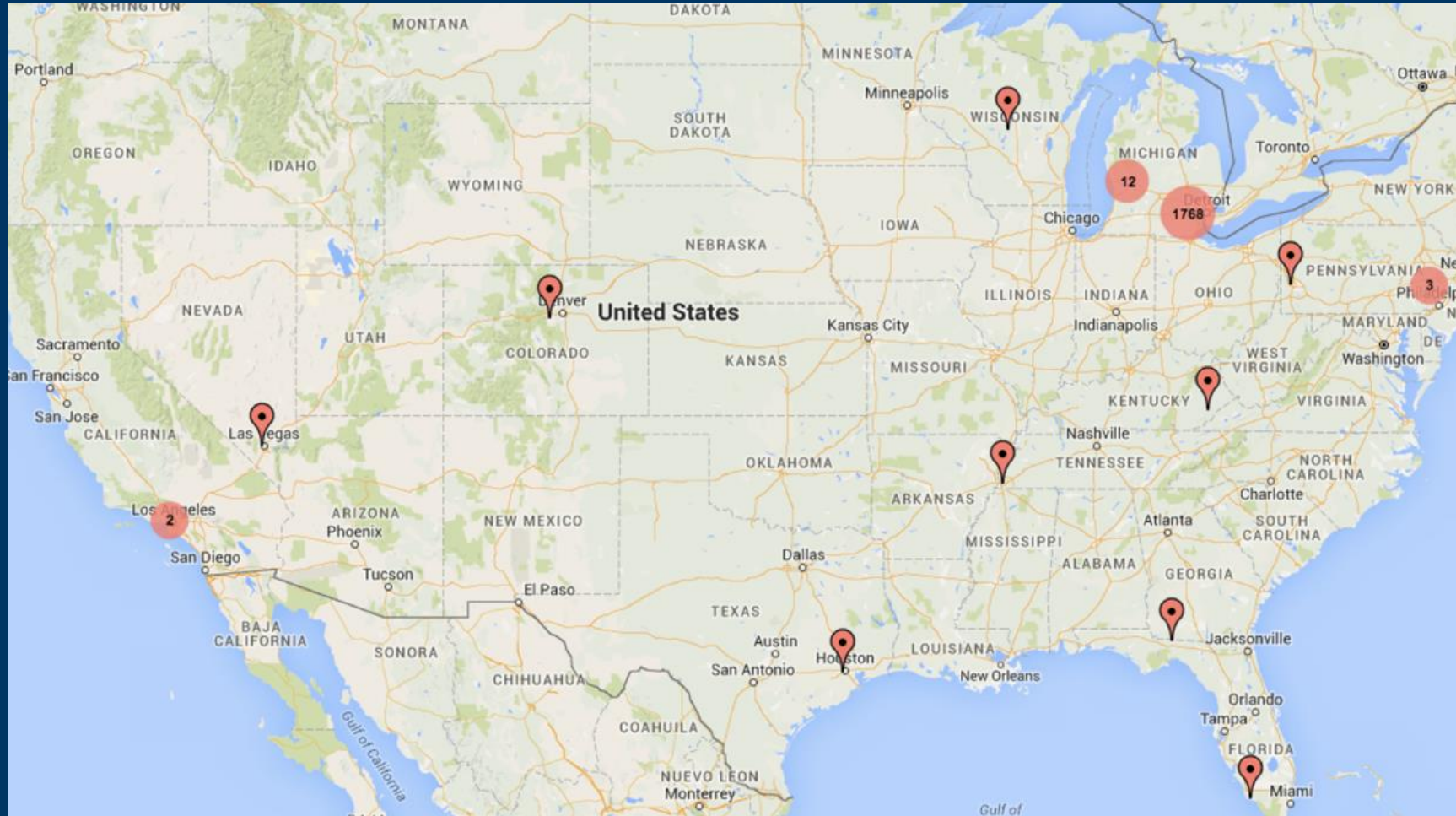
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Geography



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Geography

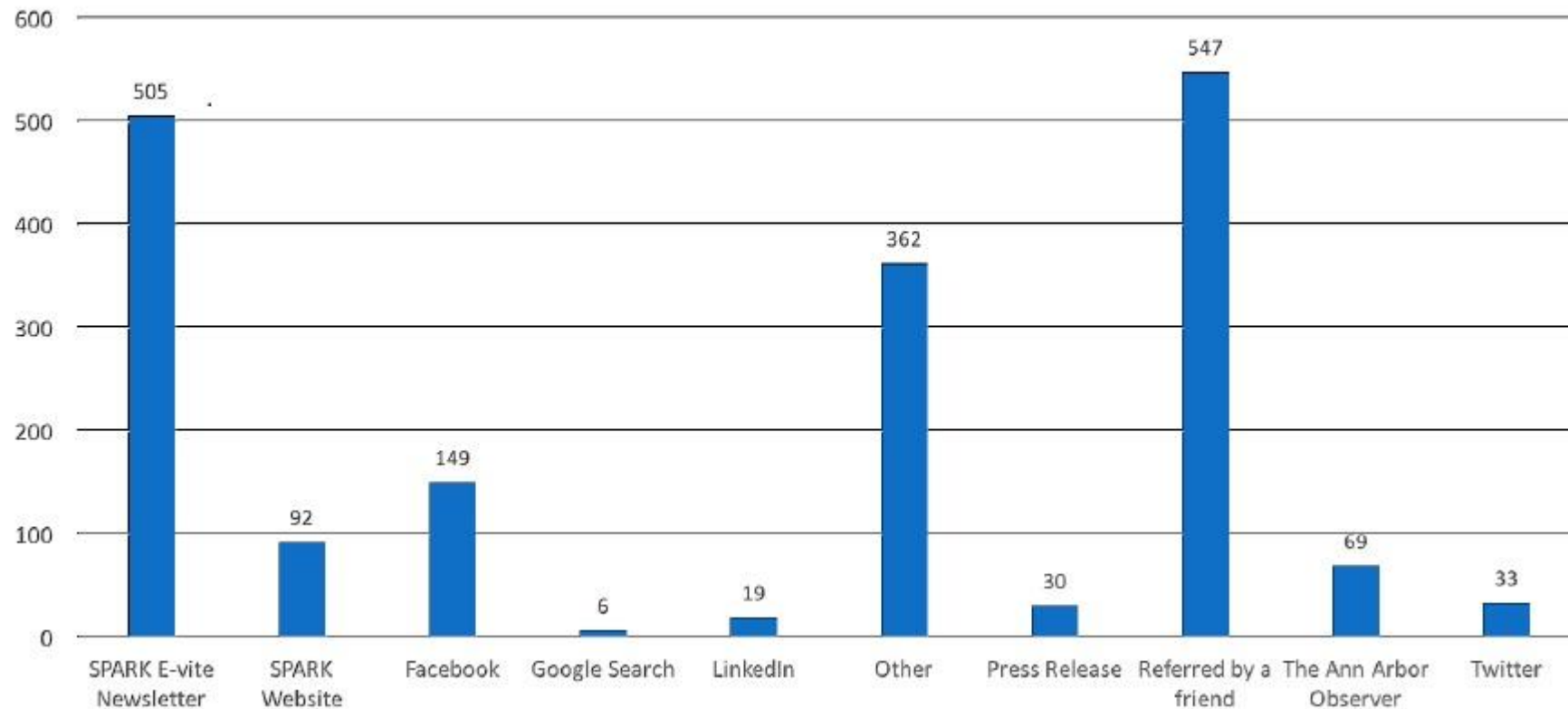


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Marketing



Source of Registrations: primarily E-vites and Friend Referrals



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Outcomes



Community
Awareness

Talent
Connection

Company
Impact

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- Trekkers overall rated the event an average score of 4.2 out of 5 points.
- 42% of respondents described their experience as “awesome”.
- 95% said they would attend next year.
- Companies on average felt prepared for the event due to constant communication between SPARK staff and participating companies; nearly half of respondents felt “very prepared”.
- 86% of companies surveyed expressed interest in participating next year; the remainder were undecided due to the event being a year away.

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What did the companies do?

- “Photo contest, Tattoo Station, Raffle, Hotel Coupon, App tour, SWAG”
- “We had 2 demos - one for our Backup product using children's blocks and the other using a quick presentation on Email Spam. We also had a cold brew sample station with Roos Roast
- Coffee and a photo opportunity with SPAM (yes the canned food), inflatable hammers and dinosaur costumes. The punch line was block SPAM and/or make SPAM extinct.”
- “Robots.”

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What did the companies do?

- “Night Vision, Virtual Reality Goggles, Digital Marketing coloring sheet, madlib and word-web, Simulated Hockey”
- “Relaxation station and raffle”
- “Drone racing”
- “Code racing, photo booth/apply your own filter and post to social media, retro arcade games, telescopes to view Ann Arbor/the Big House, food, and a bar.”

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[Video](#)

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Conclusion

- Our tech companies met each other, got along and worked together (many for the first time.)
- Kids went bananas for all of the Tech.
- Many adults finally know what the heck SPARK is.
- Our downtown tech companies are no longer black boxes.
- We have hopefully activated 1,300+ ambassadors for our tech community.

