

# a2Tech360 Marketing Metrics

August 24, 2023

# What information is collected?

- **Registration questions:**

- Questions asked on behalf of LDFA:
  - Attendee category (A2 resident, non-A2 resident, k-12 student, college student, professional, industry partner, job seeker)
  - Are you an entrepreneur?
  - Which industry cluster applies?
  - Current residential zip code
- How did you hear about this event?
- What is most important to you about attending a2Tech360 events?

- **Marketing metrics**

- Social engagement, impressions
- Website views
- Registration numbers
- # emails sent
- Video views
- Google Display ad impressions
- In-person participating companies
- Geofence data from DA2 for Tech Trek
- Anecdotal feedback

# What information is collected?

- Post event surveys crafted to the attendee type & event
  - First-time attendee?
  - Various ratings about the experience, cadence of communication
  - Open-ended questions about the content
  - Topic suggestions for next year
- New this year: Gift card incentive to increase participation (\$100 per event)
- Full post-event analysis available Oct/Nov

# Ways we remarket/use the data

- Job seekers for Tech Homecoming
- Entrepreneurs for ES services if not already a client
- Audience insights for businesses locating here
- Adjusting our messaging for marketing purposes
- Building & strengthening relationships with participating businesses and sponsors
  - Future events (Auto Show, SXSW, Tech Homecoming, etc)
  - Community engagement
- Helps partners and sponsors to understand who they can reach
  - Event has significant attraction properties for BD & job seekers
  - Talent stories