EVENT DISCOVERY

Students learn about university events throughout their day from both physical and digital advertising, in various locations on and off campus.

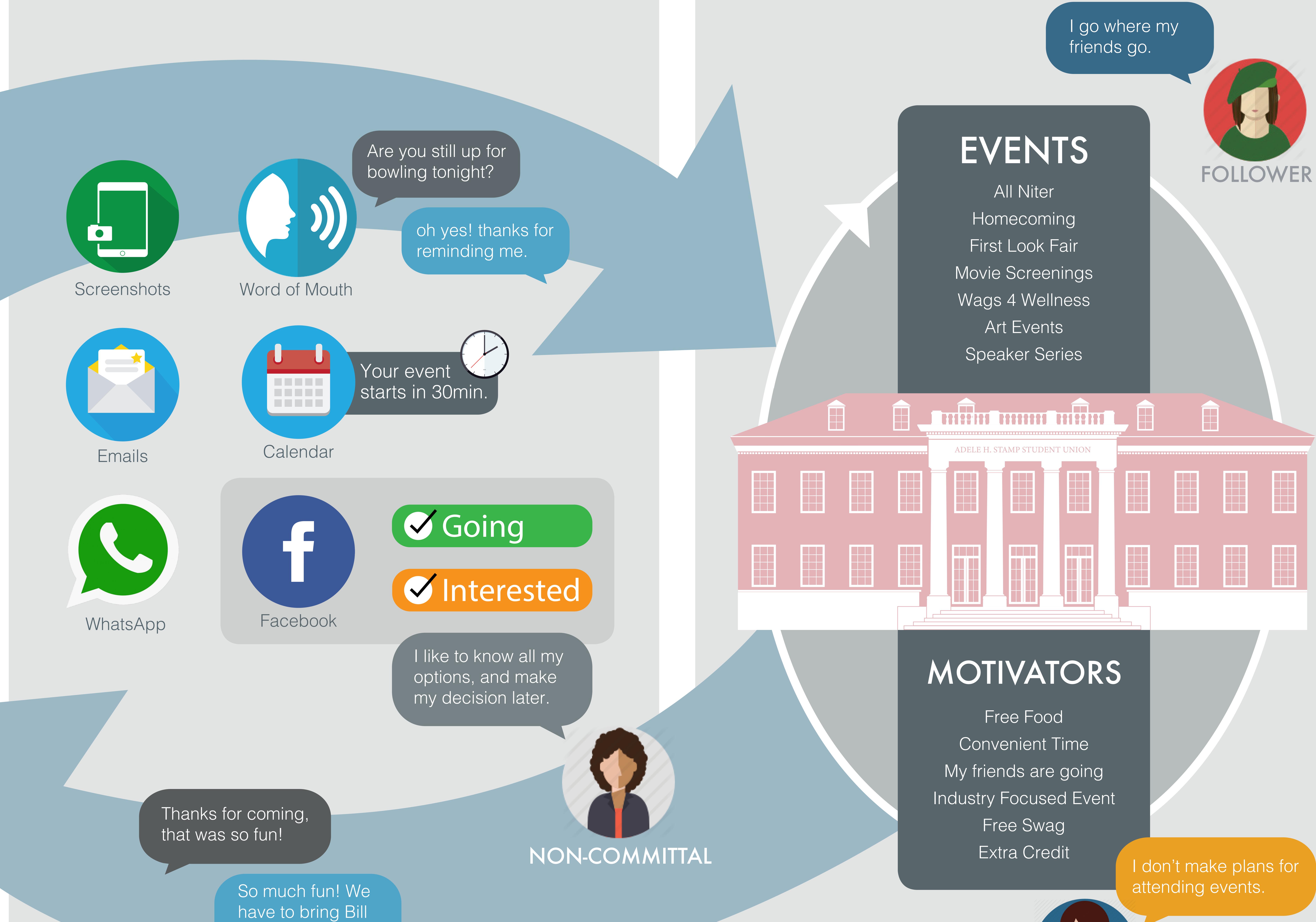
I like planning out my week. PLANNER DIGITAL Want to go bowling on Thursday? Email Instagram Sure! TERPZone? Snapchat What time is it? WhatsApp Google STAMP Website PHYSICAL Facebook Suggested Events Banners / Posters Followed Pages Chalk Messages Actively Search Events Flyers / Tables My Friend's Activity In-Event Announcements STAMP Screens Word-of-Mouth

I like to attend

events when I can.

NOTIFICATIONS + REMINDERS

After students learn about events, they have many different systems, styles, and preferences of keeping track of event information.



ATTENDING EVENTS

Not every student that hears about events follows through and attends. Specific types of events and motivators draw in more students.