

Your Name Jacob Knaup

Date of Event 8/13/18

Name of Event Video Game (Smash Bros.) Night

Place of Event Century Hall Multipurpose Room

Evaluate the Following

(5 = Excellent, 1 = Needs Improvement)

Overall Success	5	4	<u>3</u>	2	1
Marketing/promotion	5	4	3	2	<u>1</u>
Invitations	5	4	3	<u>2</u>	1
Event Flow	5	4	<u>3</u>	2	1
Set-Up/ Tear-down	5	<u>4</u>	3	2	1

What were the goals of this event? Did this event achieve these goals?

The goal of this event was to reach freshmen living on campus. A number of freshmen did drop into this event. We had about a dozen people come in throughout the night. We had the opportunity to talk with all of them, tell them who we were, get to know many of them a little, and invite them to our other events. So yes, I think this event did reach freshmen living on campus.

What were some obvious areas of improvement? What specific things do we need to change next time?

The snacks were pretty popular and people dropped in to play with us. The snow cones were kind of difficult to eat because we only had cups with no spoons or cones. Also, there was no advertising outside so people had to look in the door to notice what we were doing. It would be good if we had a sign outside telling people the event was going on inside. Also, it would have been good to have our challenge branding so people knew who we were rather than confusing us with the Smash Club.