Anniversary Events

Fox School of Business and School of Sport, Tourism and Hospitality Management

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Fox School of Business
TEMPLE UNIVERSITY©

TEMPLE UNIVERSITY
School of Sport, Tourism and Hospitality Management


Happy
Anniversary

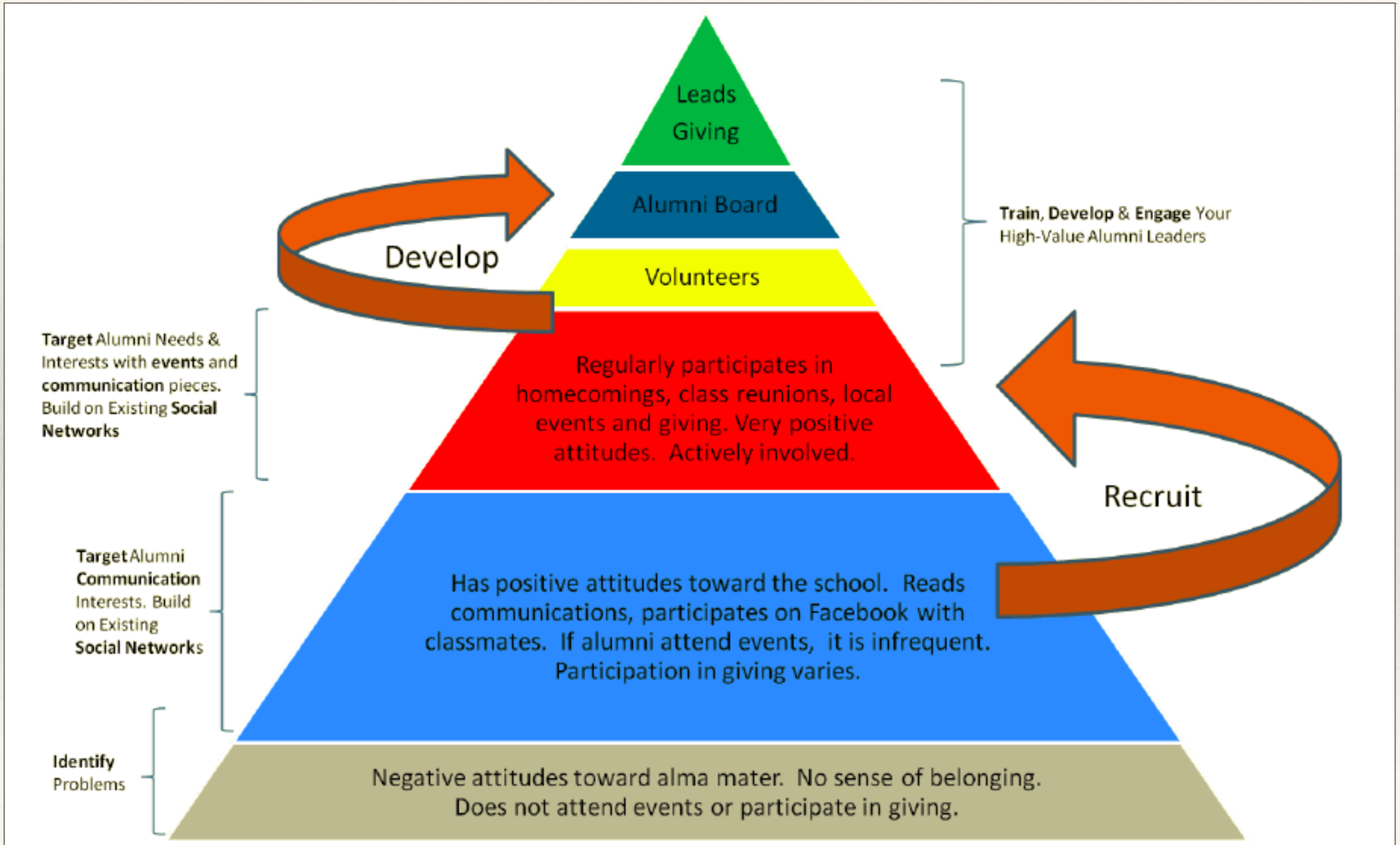
Agenda

1. Project Overview
2. Project Objectives
3. Environmental Analysis
4. Event Visualization
5. Survey Results
6. Interview Highlights
7. Secondary Research
8. Recommendations

Project Overview

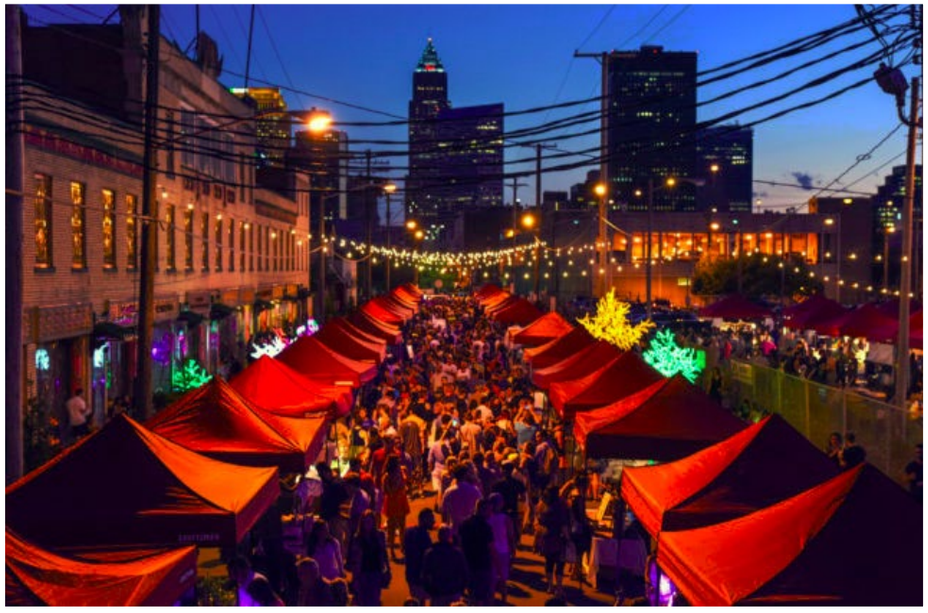
- Fox School of Business is celebrating its 100th Anniversary
- School of Sport, Tourism and Hospitality Management is celebrating its 20th Anniversary
- The client wants to increase engagement with students and alumni through anniversary events

Alumni Engagement



Project Overview

- One of the proposed anniversary events is an outdoor Night Market
  - At the end of Innovation and Entrepreneurship Week - April 2018
  - Featuring alumni- and student-owned businesses







"A Night Market is a big, fun neighborhood block party!"

UWISHUNU Philadelphia

Project Objectives

- Provide recommendations for the event components of the proposed Night Market
- Provide recommendations about the logistics of the proposed event based on the client's goals and expectations
- Determine the potential cost items of the proposed event
- Offer marketing recommendations for the promotion of the proposed event

Environmental Analysis

Top four influential factors:

1. Competition
2. Policies, Regulations & Permits
3. Event Accessibility
4. Weather

Festivals in Philadelphia





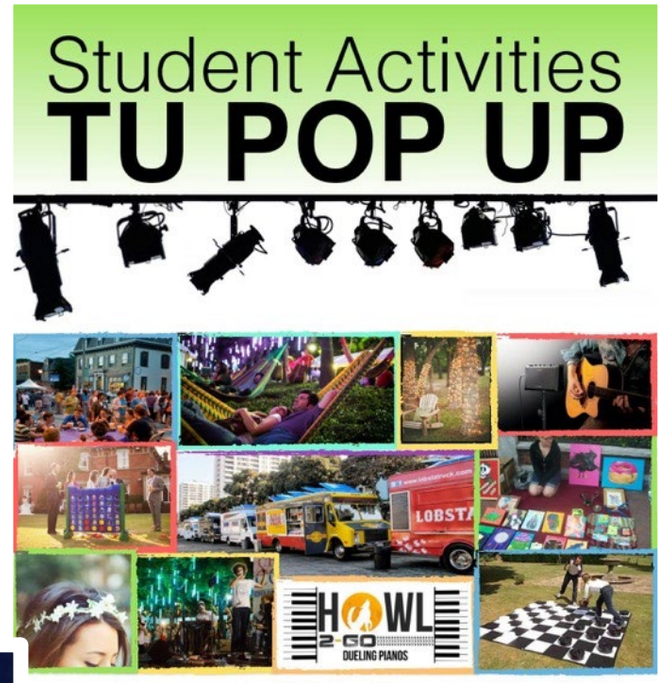






Temple University Spring Events



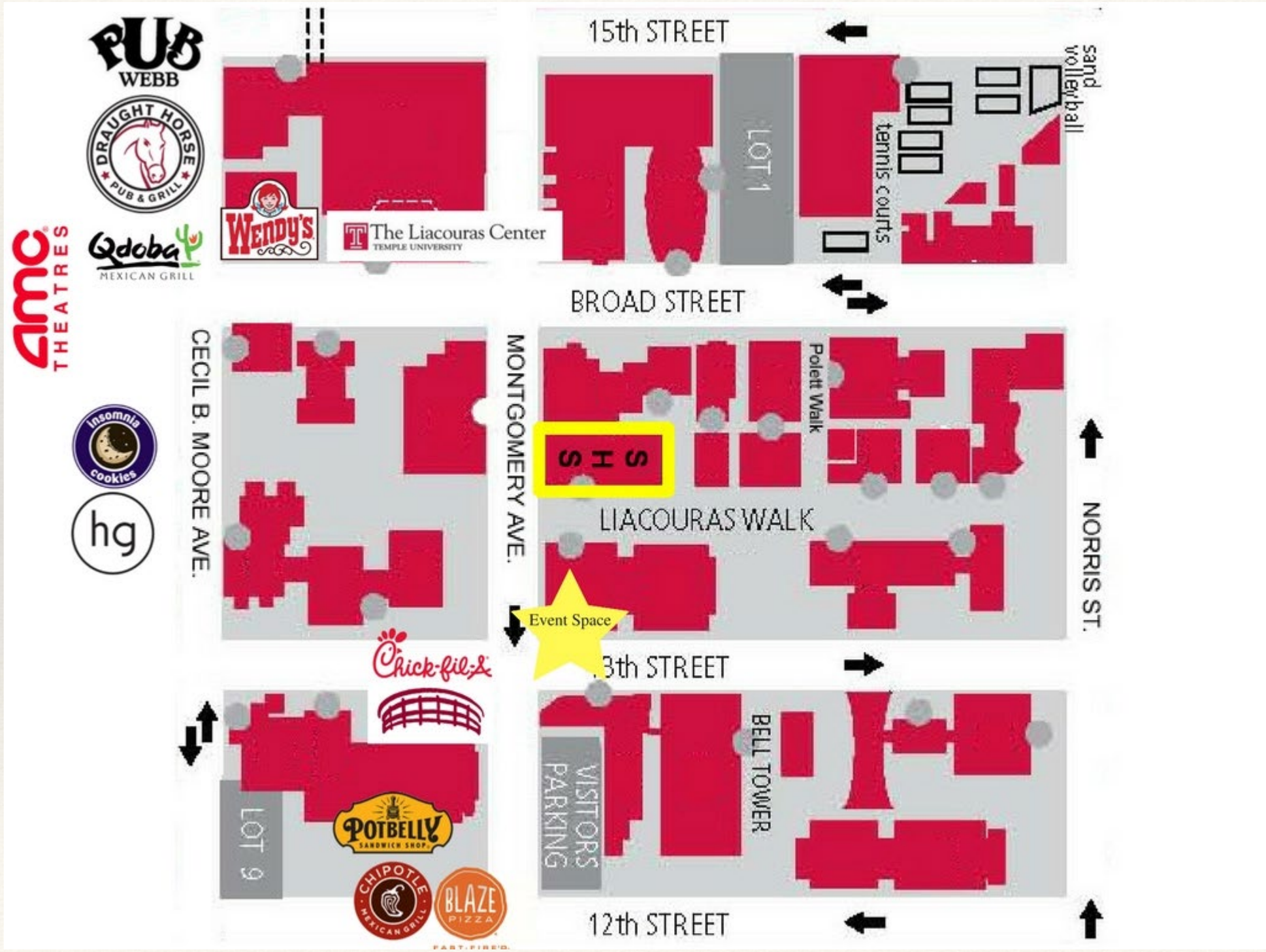






Competition

Local Vendors



Policies and Regulations

- Campus events with undergraduates attending cannot serve alcohol
- All furniture for on campus events must be provided by the Facilities Management Union

Permits

- 3 types of permits used
  - Special Events, Neighborhood Parks, Recreation Facilities
  - Cost between $25 to $150
  - Length of time- 12 hours
- Obtain the permit at least 21 days before the event

Event Accessibility

Transportation

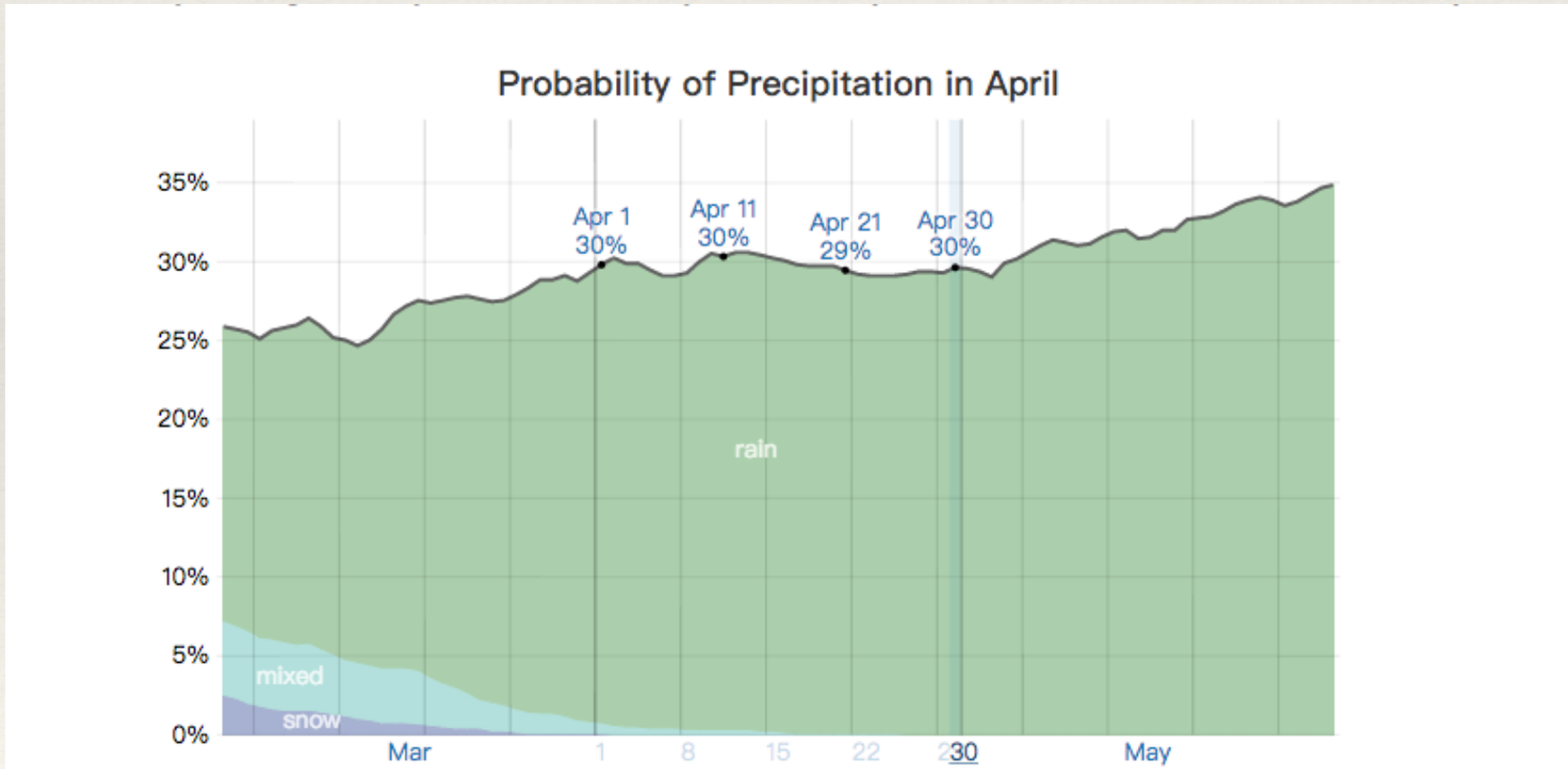
- Septa - Bus/Subway
- Driving
- Ride Sharing
- Cab

Parking

- Public garages
- Street Parking - sometimes far from event location

Weather

- The average evening temperature: 50°F (Weather Underground, 2017)
- Average number of rainy days in April: 12

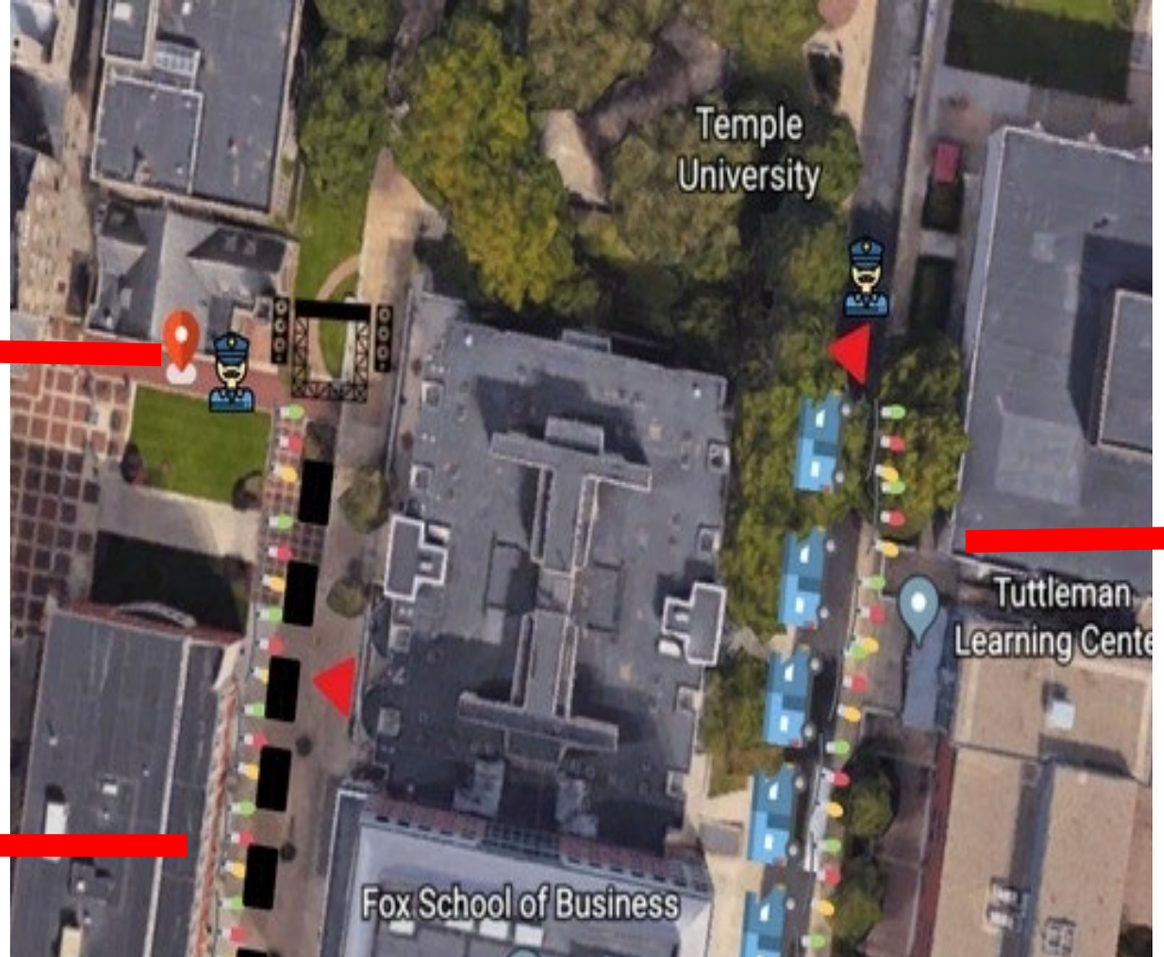


The percentage of days in which various types of precipitation are observed, excluding trace quantities: rain alone, snow alone, and mixed (both rain and snow fell in the same day).

WAIT FOR IT



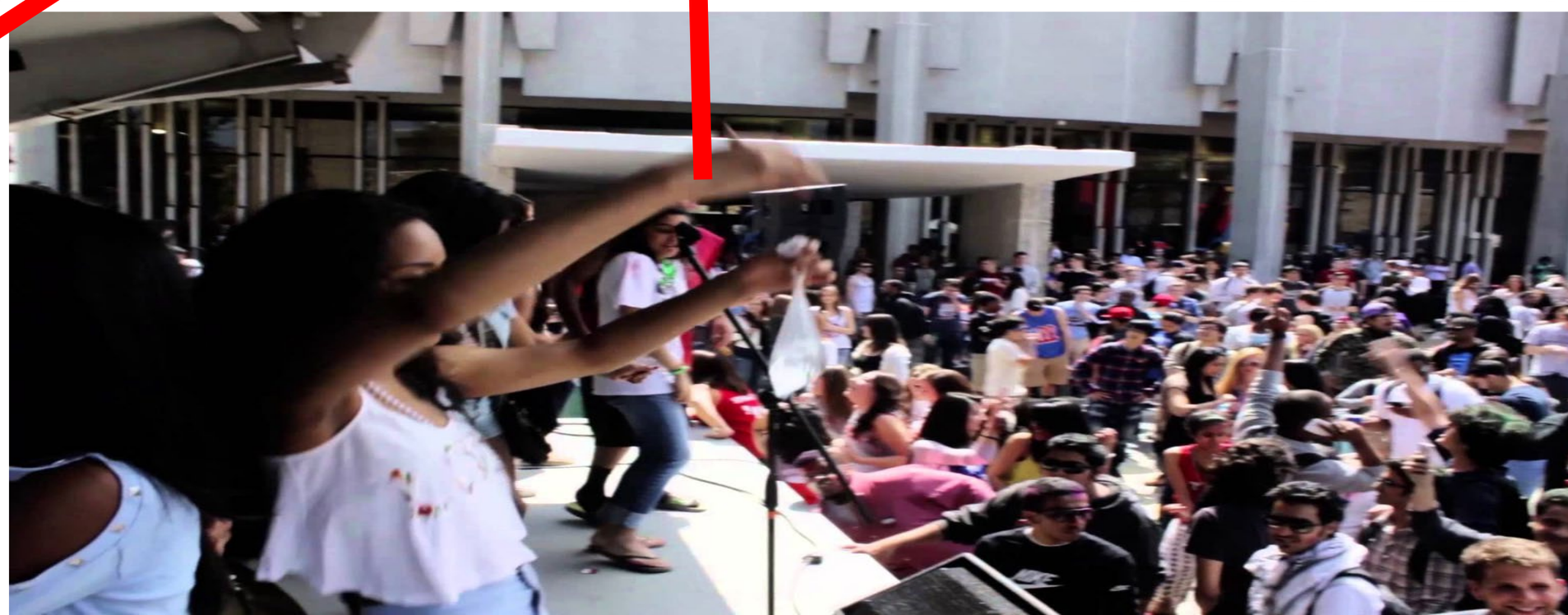



Temple
University
Tuttleman
Learning Cente
Fox School of Business


What's da Scoop?




TEMPLE
UNIVERSITY
Alumni Association



Research Methodology

Primary Research

- Survey
- Interviews

Secondary Research

- College Night Markets
- Anniversary Events in the area



Participation Survey

- Students
- Alumni
- Faculty
- Staff

Total Responses: 317

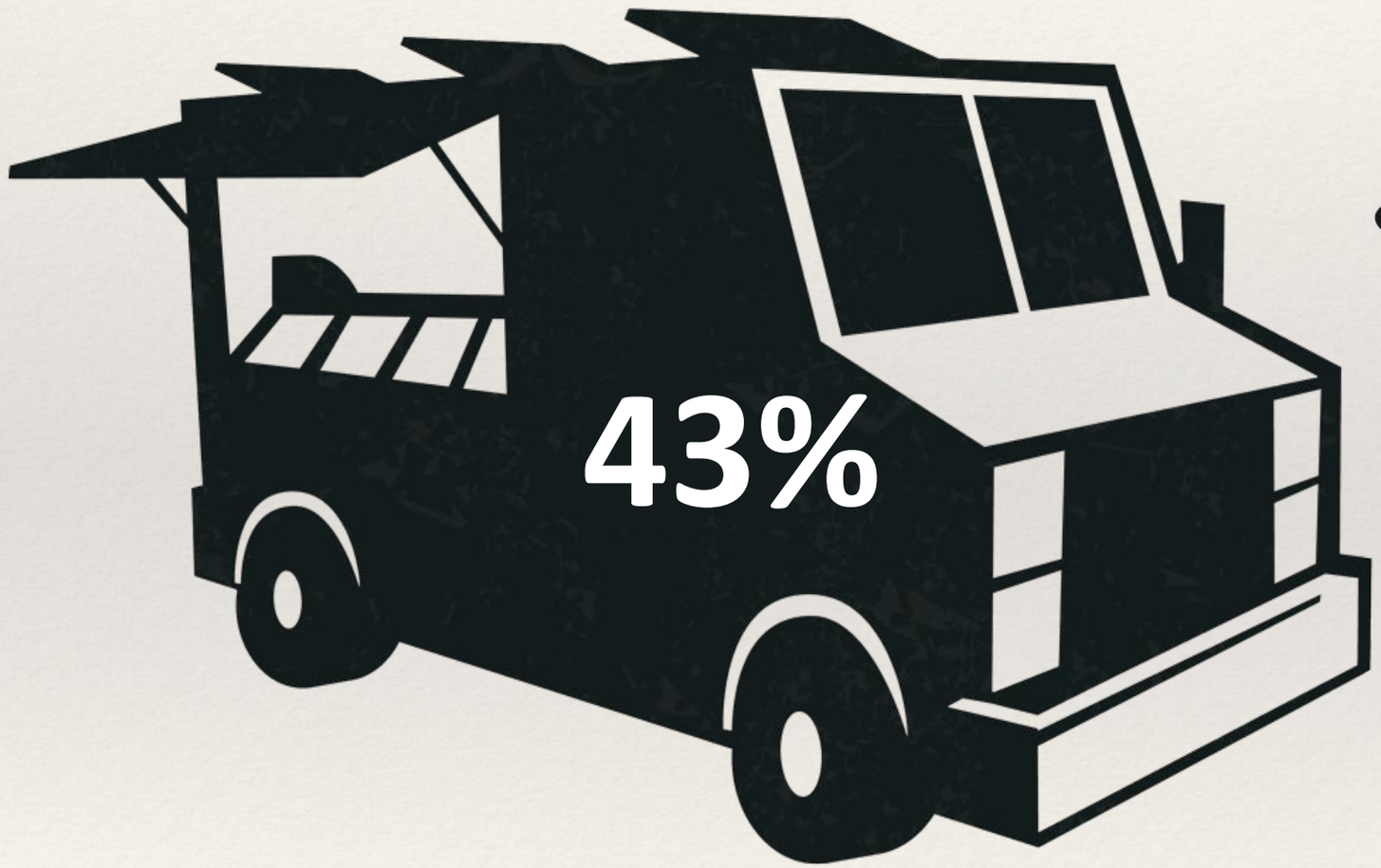


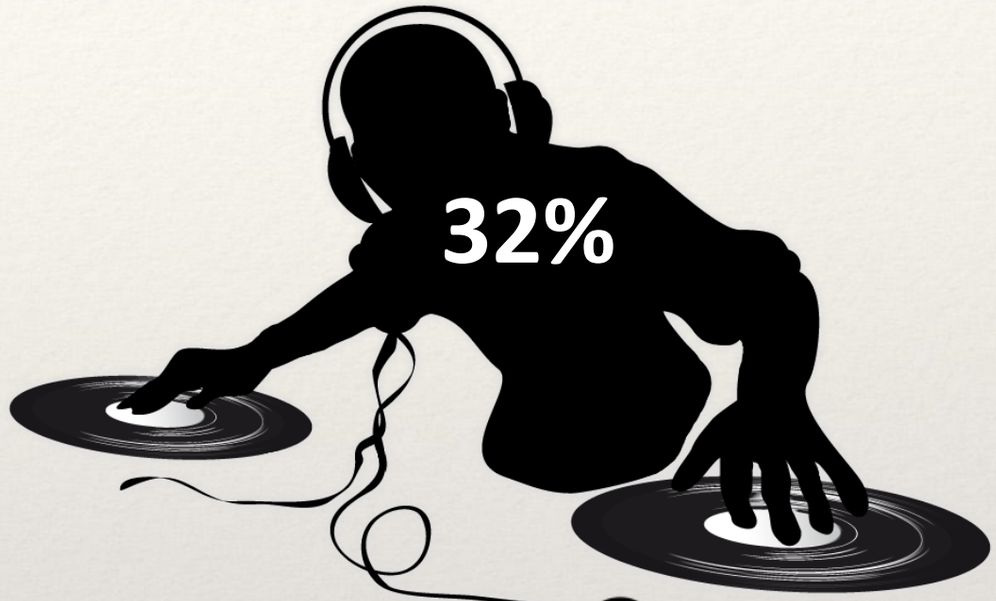
Familiarity





Event Components







Event Day Preferences

PARTICIPANTS

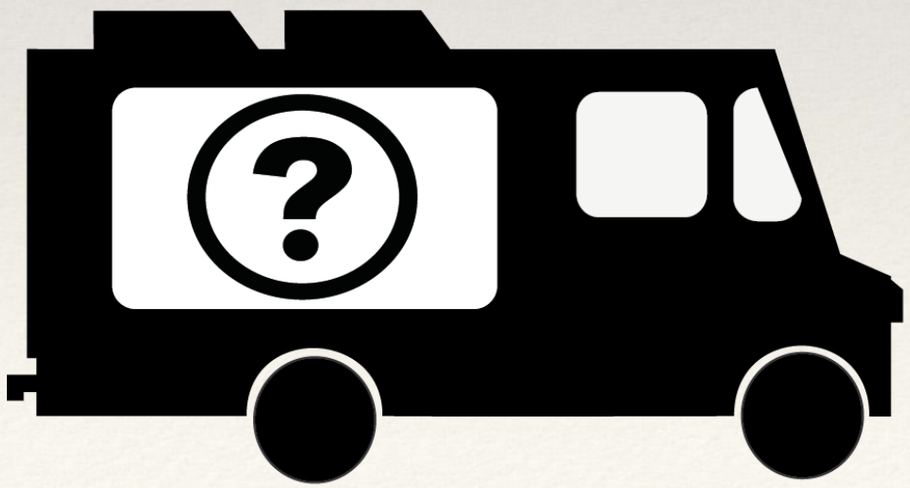
MON	TUES	WED	THUR	FRI	SAT	SUN

VENDORS

MON	TUES	WED	THUR	FRI	SAT	SUN

BUT…

- Vendors are more likely to have multiple opportunities on a weekend
- Less popular day may attract more vendors
- College students are popular market for vendors



Engagement Preferences (Current Students)

Follow on social

Attend campus

Attend alumni events

Receive alumni publications via email

Donate to Fox/STHM

Engagement Trends (Alumni)

Donate to Fox/STHM

Attend events on campus

Attend alumni events

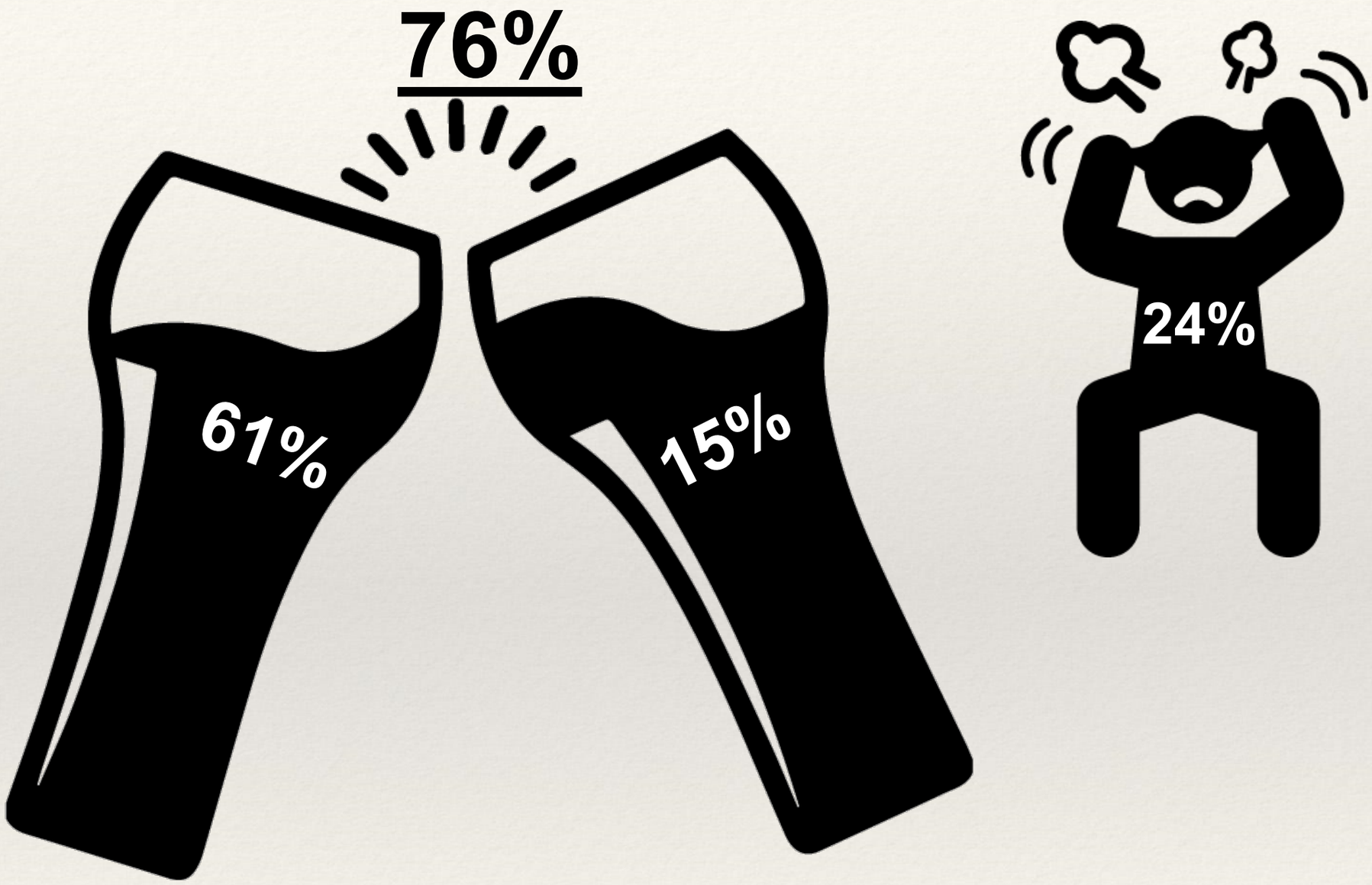
Receive alumni publications via email

Follow on social media

Involvement Preferences



Alcohol



Key Findings

- Population is familiar with the event concept
  - Do not deviate from the original concept; easy to market to the general public
- Attendees are most interested in food and entertainment
  - These services should be booked and secured first. (Live Music, DJ preferred)
- Friday and Saturday are the preferred days for this type of an event
- Main Campus is the ideal location for attendees

Key Findings

- Social Media and Email will be most efficient channels for marketing and promotion
- Alumni & Students want more events on campus
  - Specifically events that provide networking opportunities
- Alcohol is not a factor when deciding to attend for the majority of respondents
  - Almost 25% would not attend

Vendor Survey

Business Owners

- Alumni
- Student
- Local



Total: **27 respondents**

Key Findings

- A variety of businesses would like to participate in the event, from sports teams to food trucks
- Majority respondents from FOX and STHM
- 70% wants to feature their business at the event
  - 43% Marketing & Information
  - 27% Retail/Selling

Key Findings

- Top three days- Thursday (18%) Friday (19%) Saturday (21%)
- Respondents willing to pay between $100 to $200 to participate

Interviews

TEMPLE UNIVERSITY
School of Sport, Tourism and Hospitality Management

The Food Trust

City of Philadelphia

S·P·W Productions

180+ Years
Combined Event Experience

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Delaware River WATERFRONT

What are the top 3 things that make an event successful?



Interview Highlights

"Make an effort to *connect* and *make relationships* with the neighborhood"

- Ian Moran, The Food Trust

"Find the successful model - copy from them...*Don't* try to reinvent the wheel."

- Ira Rosen, School of Sport, Tourism and Hospitality Management

"Have food, retail and entertainment...—it's always good to have a *family friendly* area as well"

- Jacqueline McBreen, SPW Productions



Interview Highlights



"[Events with] *Clear vision or purpose* [are most successful]"

- Rob Nonemaker, City of Philadelphia

"Watch your *budget*, know it up front, *be aware* the whole time."

- Dana Devine, Devine Event Design

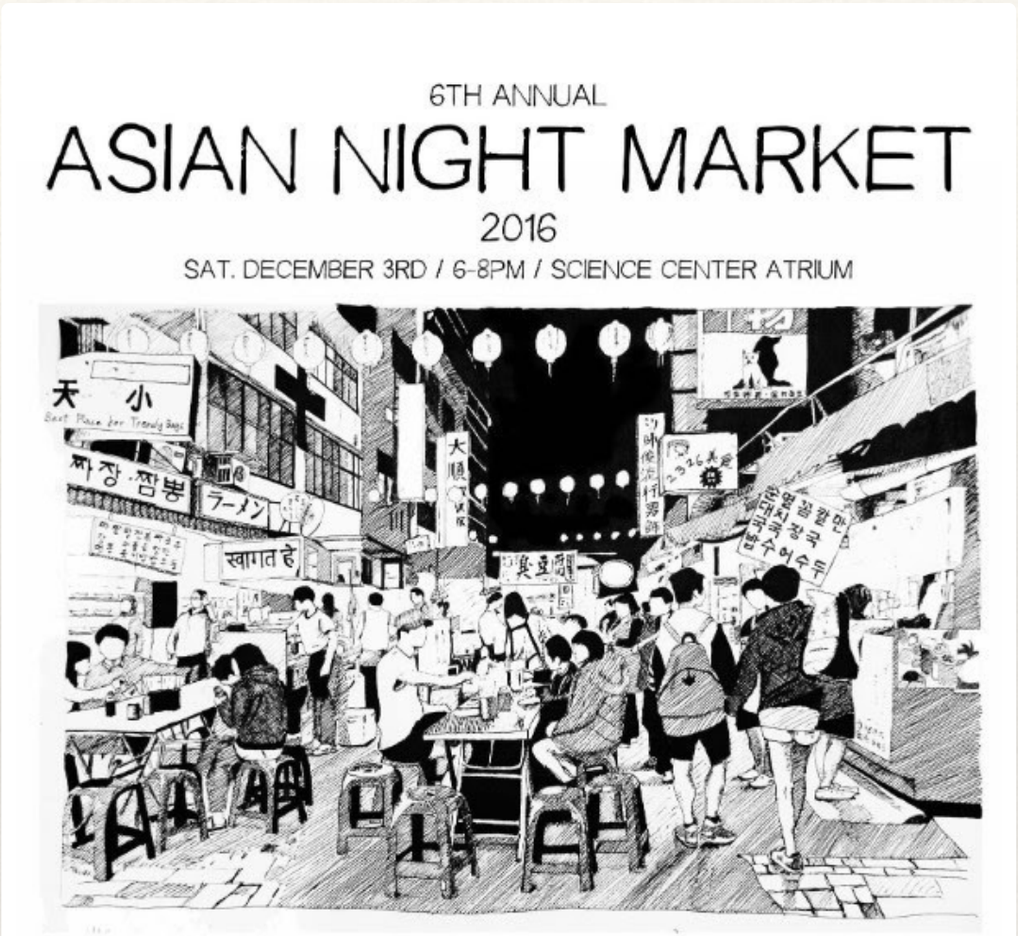
"You can't do it alone. Use a *consultant* or your support planners to ensure that everything goes correctly and smoothly"

- Ian Moran, The Food Trust

College Night Markets

Oberlin College

- Located in Ohio
- Asian culture
- Collaboration with student organizations
- Annual event started in 2011
- Educational panels and seminars
- On campus



College Night Markets

Massey University - Campus Night Market

- Located in New Zealand
- Students and local businesses
- On campus

Portland Community College - Jade International Night Market



- located in Oregon
- International cuisine and cultural performances
- Local businesses in the Jade District
- Annual event started in 2014
- Off campus

Anniversary Events in the Area

Drexel University - 125th anniversary (2016)

- Dedication ceremony
  - Time capsule
  - Reception
- Anniversary beer





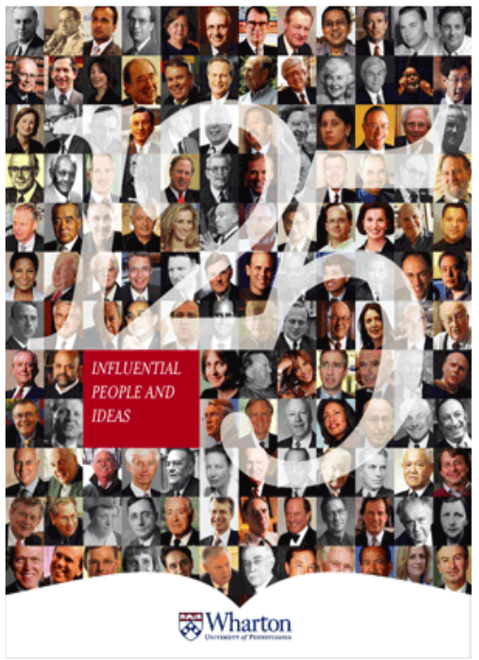


Anniversary Events in the Area

Wharton School of Business- 125th anniversary (2006)

- 125 influential alumni and faculty
- Alumni Feature Magazine









Recommendations

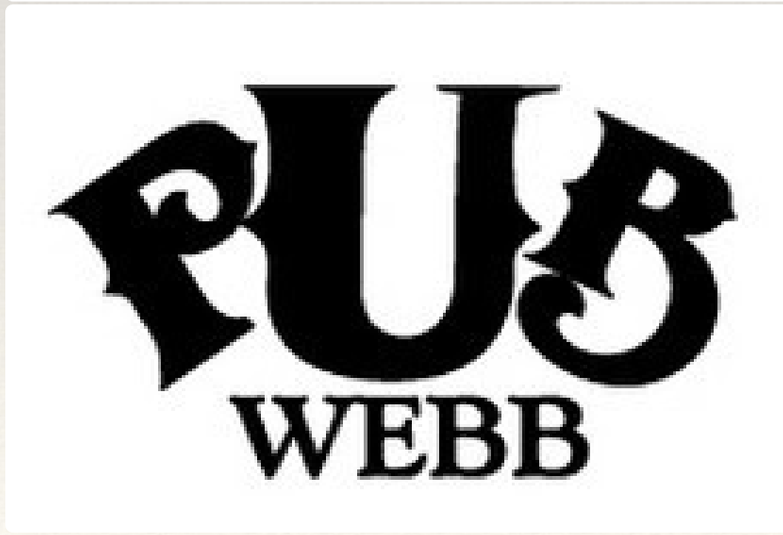


Partner with Local Businesses

- Local restaurants to embrace university neighborhood

- Local bars for added value
  - Alumni development & engagement
  - Decade themes for alumni classes at each bar
  - Intended for post-event







Leverage Best Practices

- Ensure event planners have night market expertise
- Excellent team communication
- Utilize Temple Event Leadership Program staff
- Get sponsorship commitments early
- Utilize Social Media & Email Marketing



Avoid Event Planning Pitfalls

- When in doubt: add more!
- Contingency plans
- Strategic event layout



BONUS

