



The Liacouras Center

End of Year Evaluation

April 24, 2017

Account Team:

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Introduction

PRowl Public Relations (hereinafter referred to as PRowl) served as the public relations consultant for The Liacouras Center (hereinafter referred to as the center) from September 2016 until April 2017. The account associates created a two semester-based contract with various public relations tactics stated. PRowl promoted the center as Temple's premier state of the art venue with students as the primary target audience. PRowl's main goals for the year were to have students view the center as more than just the place for Temple basketball, as well as increase the center's student engagement rates.

Audience

- Temple University students

Tactics

Student Organization Directory (September 2016)

Goal

- Each account associate helped to create an Excel spreadsheet, which listed all of the active student organizations at Temple University. In addition to the master list, the account organized the directory into specific smaller lists based on the general type of student organization.

Some sections included:

- Student and faculty advisor contact information
- Name and type of organization
- School affiliated with Organization
- List of Temple University Musicians

Outcome

- This directory helped the account when trying to determine which particular student organizations to target for public relations tactics, such as the Snapchat geofilter contest. The account targeted specific student organization with advertising, art and graphic design skills.
- The student organization directory is now in the PRowl archives to help other accounts. SM+C used the directory to target organizations for specific public relations tactics and made the process of locating student organizations easier.

Media Directory (October 2016)

Goal

- Account associates compiled a list of media outlets to cover events at the center. The goal was to enhance the centers' media coverage and social engagement on campus and locally around Philadelphia:
 - Local Philadelphia Publications and Blogs
 - Student Bloggers
 - Cherry Hill, New Jersey
 - Mommy Bloggers
 - New Jersey online Publications
 - Bucks and Montgomery County Outlets
 - Delaware County Outlets

Outcome

- When the assignment was completed, the account compiled 157 total active media outlets from Philadelphia and surrounding areas for the center to reference.

Snapchat Geofilter Contest (April 2017)

Overview

- PRowl created the Snapchat geofilter contest to engage Temple University students and increase the centers' social media presence. A key objective of the contest was for the center to be viewed as a place for many social and music events, not just basketball. The Snapchat geofilter contest gave students the opportunity to submit an original design which would be displayed as the center's official Snapchat geofilter. The geofilter would only be available when actually standing at the center. Students' submissions had to capture all the center has to offer, outside basketball. PRowl targeted various student organizations at Temple University.

Strategic Plan

The strategic plan included a timeline of dates the account and Marketing Manager would follow to carry out the contest. The timeline lead up to the student show where the winner would be announced. Other materials produced for the contest include: official contest rules, media and student organization pitches, social media graphics and a press release. Associates also followed up with student organizations and media outlets after the initial pitches.

Media/Student Pitches

Goal

- The account selected relevant student organizations and Temple media outlets to communicate the Snapchat geofilter contest. The account drafted separate pitches for media outlets and student organizations.

Execution

- Student organizations and media outlets were assigned to account associates. The account sent individual emails to each organization including a pitch and the press release.

Outcomes

- Associates followed up with the media outlets they pitched to increase engagement for the Snapchat geofilter contest.
- Some media coverage was received including Temple PRSSA and Temple Ad Club.
- Three entries were submitted to the contest and a winner was selected.

Overview Recap

Problems/Room for Improvement

The center works with event promoters and Temple University Athletics. PRowl encountered restrictions on performing some public relations tactics. Due to these partnerships, there were some policies PRowl was not aware of. The center hired a new marketing manager who PRowl worked with for the first time. The marketing manager created a new student marketing team responsible for social media ideas and promotional table events. The account created deliverables for the center. For example, the account created graphics to be displayed around main campus to promote events at the center. However, there was an issue with the technology department and the graphics could not be used. Overall, PRowl was interested in doing more social media engagement and event promotions.

On-Site Support

PRowl was responsible for assisting the center marketing staff at various events. PRowl engaged with attendees and offered them an opportunity to become a member of the *LC Insider Club*. Members of the *LC Insider club* received email updates on events at the center. This year, the marketing table also offered Liacouras Center branded pens, beverage cuzies and LC calendars for guests.

Student Interest

Students had many opportunities to interact with the center. Student engagement and interest increased because of improvements the marketing table. Student participation opportunities also increased through the LC Snapchat Geofilter Contest. The account plans to continue tactics focused on student engagement.