



Liacouras Center

End of the Year Evaluation

April, 2016

Account Team:

Alyssa Guckin, Firm Director
Faiz Mandviwalla, Assistant Firm Director
Olivia Noble, Account Executive
Marissa Reale, Junior Account Executive
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Introduction

PRowl Public Relations served as the public relations consultant for The Liacouras Center from September 2015 until April 2016. The account team created a two semester-based contract with various public relations tactics to promote events held at the Liacouras Center. The overall goals of the account were to bring in larger audiences, provide creative and innovative marketing ideas, and create more guest involvement at Liacouras Center events. Throughout the year, PRowl Public Relations was able to increase Temple University student and Philadelphia resident attendance at Liacouras Center events through outreach initiatives. The account also increased the Liacouras Center's Cyber Club by 20 percent, and engaged with the Liacouras Center's key audiences through more than 100 social media posts.

Audiences

- **Liacouras Center Guests**
- **Temple University**
 - Faculty
 - Students
 - Alumni
- **Relevant Liacouras Center show audiences**
 - Local Museums
 - Local Businesses
 - Mommy Bloggers
 - Daycare Centers
 - Church Groups

Tactics

Event Support

R. Kelly Concert

Social Media Posts

- PRowl drafted posts for Instagram, Facebook and Twitter to promote the event.

On-Site Support

- The account represented the Liacouras Center at R. Kelly's event. Responsibilities included working to expand the Liacouras Center's Cyber Club email database by assisting at the marketing table and escorting the media.

Outcomes

- **Marketing Table**
 - PRowl was able to engage with many of the fans and added more than 10 new email addresses to the Cyber Club.
- **Media Escorting**
 - The photographers were upset they were not able to be positioned as close to the stage as they normally would be. They were informed this was due to R. Kelly's preferred setup and the Liacouras Center typically allows media directly in front of the stage. The covering media was able to get their pictures but were disappointed with the setup.

Zedd Concert

Social Media

- As part of the October 2015 social media calendar, PRowl developed posts for social media including Twitter, Instagram and Facebook.

Outcomes

As a result, the Liacouras Center received increased social media attention from students and fans excited to see Zedd live. Because this event was after Temple University's football Homecoming game, it was important to show enthusiasm after a long day of football.

Open Houses

October and November

On-Site Support

- PRowl assisted the Liacouras Center's extern, Ana, at Temple's open houses in October and November. At the event, prospective students and their families were able to ask questions about the function of the Liacouras Center. Account associates initially spoke about Temple and then discussed the Liacouras Center's role as prospective students became more interested in holding a conversation.

Outcomes

- As a result, account members were able to add nine more names and addresses to the Liacouras Center's Cyber Club at each event, and also helped parents and prospective students understand the Liacouras Center's core purpose was much more than hosting basketball games.

Toby Mac: This is Not a Test Tour

Community Outreach

- Each account associate researched different religious youth organizations and community churches in the greater Philadelphia area and at Philadelphia's five main universities; Temple, St. Joe's, La Salle, University of Pennsylvania, and Drexel.
- Overall, the account reached out to 16 youth ministries and 23 Christian-affiliated student groups at local universities through email pitches. These emails offered insight on the tour and included the official Toby Mac: This is Not a Test Tour promotional graphic.

On-Site Support

- Three members of the account assisted at the concert. All three members arrived early to fill up bags of popcorn to have available at the marketing table for those who signed up for the email list. All three members remained at the marketing table until Toby Mac began his performance, encouraging those who walked by to sign up for the email list and answering any questions. Other Liacouras Center promotional items, such as beer koozies, were available at the table too, and it was also the debut of the new Liacouras Center photo backdrop.

Outcome

- As a result, the account added 48 new names to the Liacouras email list. The account received interest back from five organizations in the form of thank-you emails.

Comedy Get-down

Social Media

- The Comedy Get-down initiatives focused primarily on social media posts. The show included many different high profile comedy acts, so the posts had to be varied to promote each of the different acts. Account Associates developed posts for Twitter, Instagram and Facebook.

All Time Low Concert

Social Media

- In preparation for the All Time Low concert, PRowl developed social media contest posts in the theme of #ThrowBackThursday and #FlashBackFriday. This was a Twitter competition where students and All Time Low fans would post about their favorite songs, memories or love for All Time Low. The hashtags for the competition were #AllTimeLowTBT and #AllTimeLowFlashBack.

Outcomes

- The Liacouras Center posted the social media accordingly and grabbed the attention of All Time Low fans in the Philadelphia region while creating awareness about the upcoming event. Two winners received two tickets each.

Boom Bash Concert

Social Media

- Each account associate drafted three social media posts for Twitter, one social media post for Facebook and one social media post for Instagram. The posts were designed to promote the concert two weeks in advance, one week in advance and the day of the concert.

Flyer Distribution

- Each account associate dropped off the official promotional Boom Bash flyers to a total of 14 local stores, restaurants and events around Temple University's campus and Center City Philadelphia. Drop off locations included Pubb Webb, a Temple Women's Basketball game, Champ's Diner, Liberty Place, Buffalo Exchange, and DJ Cleaners.

Outcome

- More than 100 official Boom Bash flyers were distributed, after which the Liacouras Center saw six extra group sales of four or more.

Owlchella Homecoming Concert

Social Media Posts

- The original planned date for Owlchella had been rescheduled. The concert was originally marketed as a homecoming event, but was then rebranded as a "Welcome Back" concert from winter break for students. All tickets were honored from the previous date. Previous to it being rescheduled, the account produced a social media calendar to promote the upcoming concert. The marketing manager made necessary edits to the calendar so it was updated for the new date.

On-Site Support

- One member of the account assisted at the marketing table. The account associate manned the table to increase the Liacouras Center's Cyber Club email list. The content sent to those who gave their email included information about upcoming events and concerts regarding the Liacouras Center. Drink koozies were handed out to participants who signed up for the email list. There were also other promotional materials such as posters to encourage attendance at future Liacouras Center event attendance.

Outcome

- Kaja Rasmussen, marketing manager at the Liacouras Center was very pleased with the higher than average sign-ups on the list. There were more than 50 new names and addresses added. Once the supply of koozies ran out, the table was packed up.

Recap of Event

- A detailed recap of the night was sent to Kaja the next day.

Temple Men's Basketball v. Villanova

On-site Support

- Account associates reported to the Liacouras Center to help with the marketing table. The premise behind this was to increase Cyber Club sign-ups and to give out koozies to guests that signed up. Members sat at the table for nearly the whole game and were able to get between five and 10 people to sign up.

Outcomes

- Account Associates did not receive a lot of traffic at the table. The table was not located in front of the venue, but pushed to the side in between two other booths. Many people walked passed without knowing the table was there. Between periods, the concourse was flooded with people. If someone were to abruptly stop at our table, it would ruin the flow of traffic. Members found success in some people with a cup who looked like they could use a koozie. Other guests said they had already signed up for the Cyber Club, but took a koozie regardless.

Globetrotters Tour

Social Media

- Each of the account members created a social media calendar for the Globetrotters 90th Anniversary World Tour. Some included special features like their Magic Pass tickets and The Great Assist fund. Posts were on Instagram, Twitter and Facebook.

Katt Williams Comedy Show

Social Media

- Each of the account members created a social media calendar for Katt Williams' Conspiracy Theory Tour. The calendar included posts for Instagram, Twitter and Facebook.

Sesame Street Live!

Social Media Posts

- The account developed a social media calendar to promote the tour leading up to the event. Coverage included Facebook, Twitter and Instagram. The account also made an outreach effort to target 'mommy bloggers,' non-profits, dance studios and other appropriate venues. We received interest from several area mommy bloggers but did not hear back from a few other potential outreach partners. In return for coverage of the event, items such as free tickets to the show were given to the partners. Three mommy bloggers agreed to blog about the event in return for free tickets.

On-Site Support

- Wells Fargo Center
 - To help promote the event, three account members assisted a volunteer in a 'Cookie Monster' costume supplied by Sesame Street Live! The account assisted at two hockey games in one week. The suit wearer had time restrictions for how long he or she would be

able to stay in the costume at a time. The suit wearer was also compensated by the Liacouras Center.

- Members of the account also manned a table with promotional materials and gave out coloring sheets and crayons for young attendees of the Flyers game. They also guided Cookie Monster around the center. At the half time of the hockey game, Cookie Monster wished lucky children a happy birthday and presented free tickets to the show.
- Over 95% of people at the games recognized Cookie Monster on sight and many people wanted a picture with the character. Account associates offered to take pictures for guests and also handed out Sesame Street Live! coupons.
- The Liacouras Center
 - The same marketing principles with Cookie Monster were applied to two Temple Men's Basketball games. Cookie Monster stood near the marketing table, but was also guided around the center to interact with guests. Cookie Monster posed for pictures with guests. Members of the account handed out promotional cards with info about the upcoming event tour with '\$2 off ticket' coupons printed on the back. Members of the account were onsite to assist with the marketing table as well as other event functions.

Outcome

- Many adults got more information about the event for kids they thought would be interested, if their own children were already passed the desired age. As a result of attending Flyers games, the Liacouras Center noticed a jump in individual ticket sales of about eight percent.

Cirque du Soleil

Social Media Posts

- Associates of the Liacouras Center account created social media posts to promote Cirque du Soleil's OVO show. Each associate wrote three posts for Twitter, one for Instagram and one for Facebook.

Outcome

- All of the posts were grouped together to create a social media calendar. It was then sent to the Marketing Manager of the Liacouras Center for her to use.

Competition

- The Liacouras Center account associates developed an Instagram competition to spread the show's awareness on Temple's campus. The competition was based around how students might interpret Cirque du Soleil's OVO performance based on their own experiences. Students posted their submission via Instagram by using #TUlovesCirque and setting the location to the Liacouras Center. The account then chose the five best submissions. These posts were then put on the Liacouras Center's Instagram page. The student whose post received the most 'likes' received two free tickets to the opening night show.

Promotion for contest

- In order to promote the event, different student organizations and people at Temple were pitched the contest. Each associate wrote pitches and found outlets to submit them.
- Temple's individual colleges were pitched to include the competition on their school listservs, and Temple news outlets were also pitched.

Outcome

- The PRowl account team sent pitches to contacts within all of the different schools within Temple University, as well as to the Temple News, Temple Tab, and the Nutshell news service. Kaja Rasmussen decided to take over after the pitches were sent.

Pitches to Businesses

- The Liacouras Center team reached out to many local businesses in the Philadelphia area to promote Cirque du Soleil. Associates collaborated to discover what businesses would be best to approach. Each associate wrote pitches and emphasized the opportunity for discounted tickets. Furthermore, the pitches allowed opportunities for the Liacouras Center and other businesses to work together to

endorse events through cooperation. Some examples of these are mass emails, flyer handouts and opportunities to meet performers of the OVO tour.

Outcome

As a result, the Liacouras Center connected with three local companies and businesses to help promote the event. The Academy of Natural Sciences worked with the Liacouras Center, agreeing to send out information about discounted tickets to its email subscribers. Other than the Academy of Natural Sciences, no other outreach was successful.

Martin Lawrence

Social Media

- Each of the account members created a social media calendar for Martin Lawrence's DOIN' TIME: UNCUT LIVE tour, which included Twitter, Instagram, and Facebook posts.

Student Photographer Contest

Contest Ideas

- As a way to increase student involvement, the Liacouras Center mentioned they would like to have a student come in for events and take pictures for their new website. PRowl associates developed several ideas to implement a competition on Temple's campus which included use of social media.

Outcome

- Should the Liacouras Center want to hire a student to take pictures at events for next year, the 2015-2016 account members already have a few ideas that can be built upon by future members.

Kaskade - Battle of the DJs Event

Overview

In light of the scheduled Kaskade concert in October 2015, the Liacouras Center account team developed ideas to engage the student population by hosting a DJ Battle event. At the event, local Temple DJs were to compete for a chance to open, or play at doors for Kaskade. PRowl reached

out and confirmed four Temple DJs and three panelists who would judge the competition. Account members also confirmed space at the Howard Gittis Student Center. A few days before the DJ Battle was to take place, the Liacouras Center was told Kaskade would instead perform at the Fillmore, and the account had to cancel the event.

Outcomes

- **Location**

- The Liacouras Center account had to reserve a space with Student Activities. The account was hoping to host the event at the Bell Tower, but was restricted due to the noise of the event. As a result, the account had to host in the student center at a time when it would not be as busy. In the future it may be good to coordinate with the Liacouras Center marketing manager to host at the Liacouras Center. Local Temple bars may also be a good place the host the event so long as the event is 21 and over.

- **Timeliness**

- The account had the space request in on time, however, space could have been reserved earlier for the sake of reserving a better time slot.

- **Budget**

There was slight confusion with reserving a space at the student center. PRowl did not foresee there being a cost with canceling space at the student center. As a result, the account had to pay the balance as a budget was not discussed with the Liacouras Center marketing manager. For the future, members should discuss costs with vendors (even if they are Temple related) and clarify any budget issues with the marketing manager prior to any purchases or costs.

Audience Expectations

- A goal of the Liacouras Center for the future is to create initiatives that make the Liacouras Center more interactive with attendees. This concept varies based on the type of event hosted at the Liacouras Center. For example, an idea for Sesame Street Live! is to have a table where kids can color, draw, and generally express their creativity. Tactics like this create a stronger relationship between the Liacouras Center and attendees.

Problems & Room for Improvement

- Some events the account was responsible for promoting and attending were over Temple breaks, such as spring break, so many associates were unable to attend. Scheduling conflicts are inevitable but a better system for pulling volunteers from the firm as a whole and even PRSSA could be implemented next year.
- For improvement at the marketing table, members of the account can try standing in front of the table to interact with the guests as they come in. Some guests think the table is meant to have them purchase something. After some explaining, guests then understood just a simple email warranted a promotional prize. The existing sign should be made more eye-catching and bigger.
- More contests promoting events would also be ideal. The complication is any rules or contests must be approved by the event promoters. This can be a lengthy process and prevent any action being made. For example, it took the Cirque du Soleil promoters an extra week and a half to approve the Instagram competition.