

WWU Marketing Program

**MARKETING ADVISORY
BOARD AND STUDENT
MARKETING
ASSOCIATION
RECEPTION DATA
ANALYSIS**

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Marketing Program

**INSPIRING
INNOVATIVE
MARKETERS**

**MARKETING
PROGRAM**



RSVP SIGNUP SURVEY

Overview and Purpose

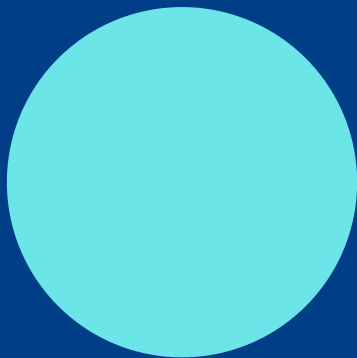
The RSVP survey was designed to measure attendance, interest, and identify how participants learned about the event. It remained open until the event began, at which point it was closed to prevent additional responses.

Questions and Responses

Responses: 62

Survey Response: [LINK](#)

1. First Name
2. Last Name
3. Can you attend



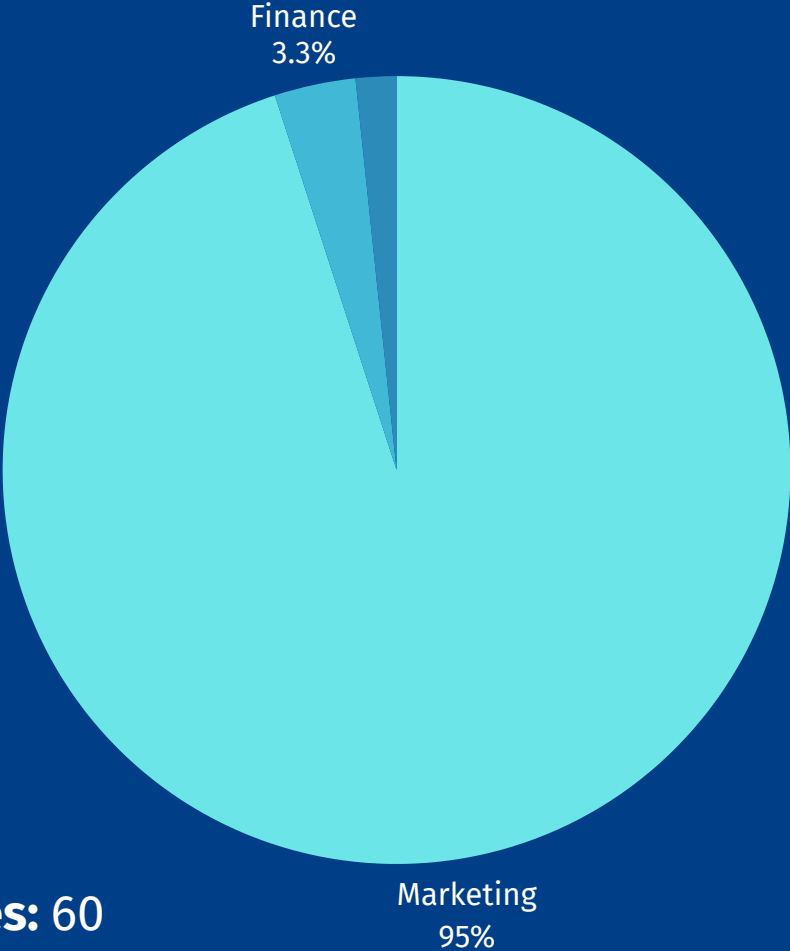
Yes
100%

RSVP SIGNUP SURVEY

Questions and Responses

4. What is your Major/Program of study

● Marketing ● Finance ● Other

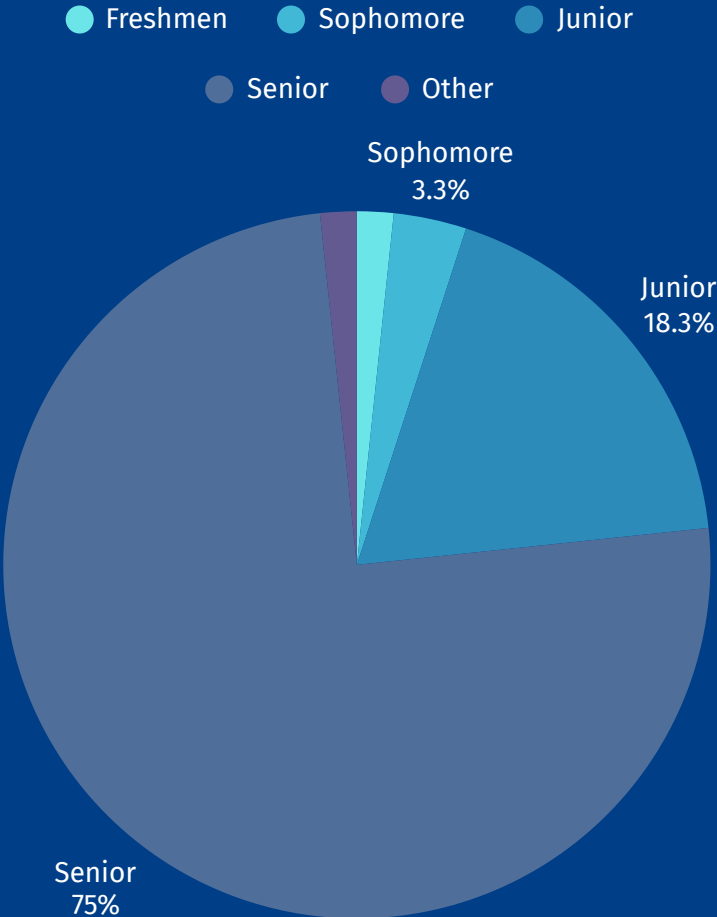


Responses: 60

RSVP SIGNUP SURVEY

Questions and Responses

5. What is your current year of study

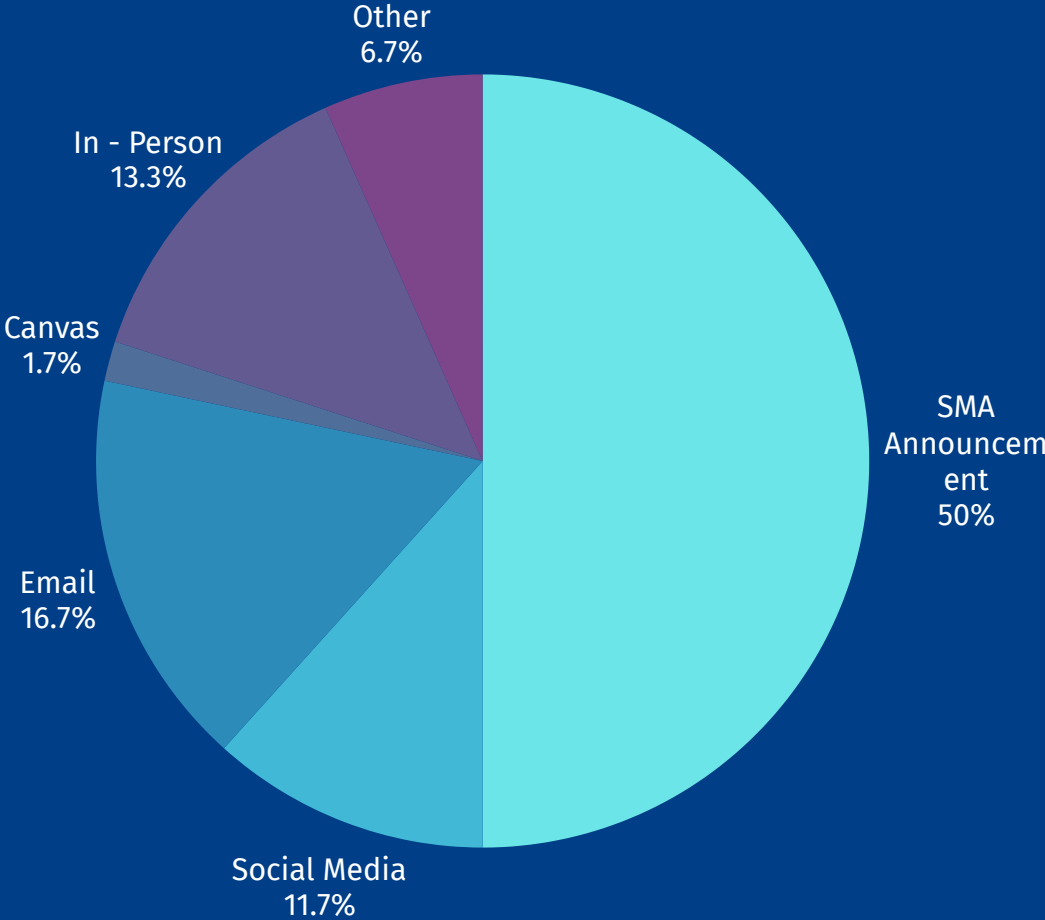


Responses: 60

RSVP SIGNUP SURVEY

Questions and Responses

6. How did you hear about this event



Responses: 60

RSVP SIGNUP SURVEY

Insights

- Question 3 (Can you attend?) received a 100% “Yes” response rate, suggesting it can be removed from future surveys.
- 98% of registrants were marketing majors, indicating that announcements in prerequisite courses like Marketing 380 primarily attract marketing students.
- SMA Announcements were extremely effective in getting RSVP signups so increasing it next year would be recommended.

ATTENDANCE SURVEY

Overview and Purpose

The event attendance survey was designed to count attendees while accounting for names and changes in event discovery

Questions and Responses

Survey Responses: 47

Actual Attendents: 62 (Includes 5 panelists and 3 faculty)

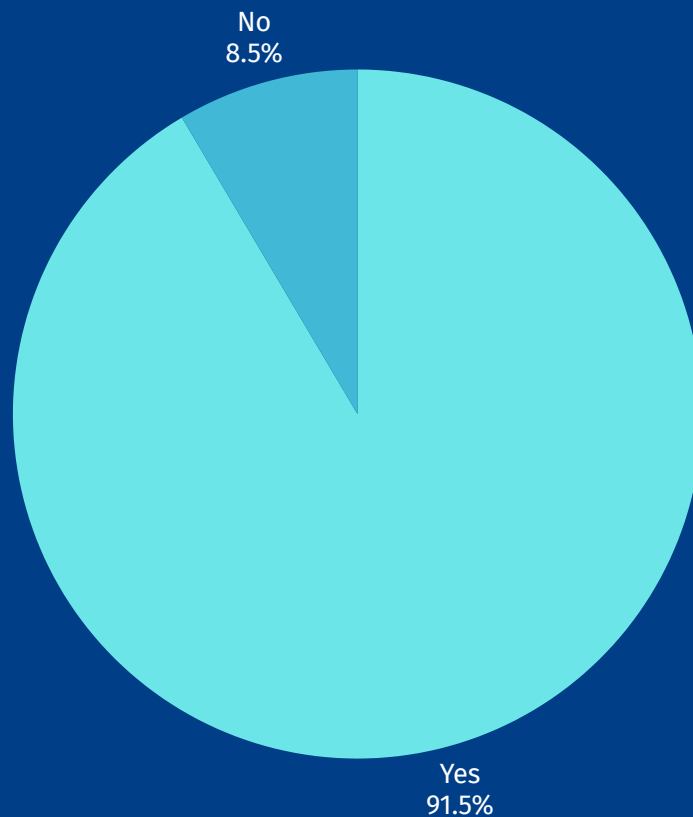
Survey Response: [LINK](#)

1. Email
2. First Name
3. Last Name

ATTENDANCE SURVEY

Questions and Responses

4. Did you RSVP

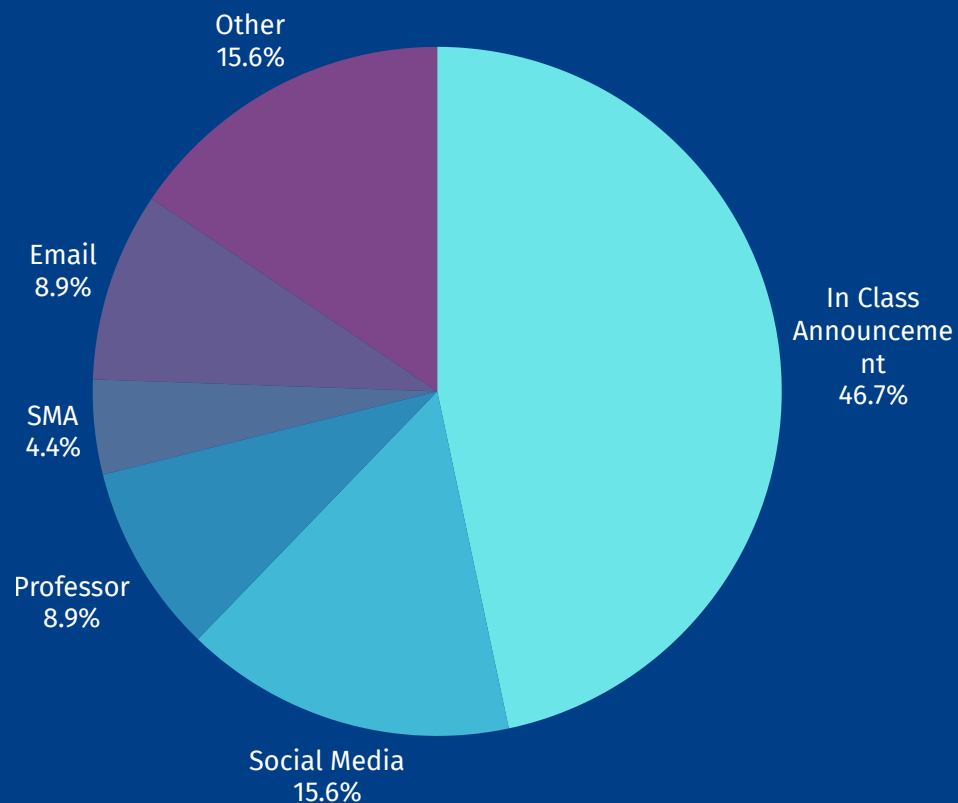


Responses: 47

ATTENDANCE SURVEY

Questions and Responses

5. How did you hear about this event?



Responses: 45

ATTENDANCE SURVEY

Insights

- In class announcements took the first spot for promotion in this survey, leads me to believe that “SMA announcement” my have been selected as “In-Class Announcement”. Possibly should be more specific on options next year.
- Despite being an SMA Reception, only 2 of the 8 SMA officers attended, highlighting a disconnect between the event’s purpose and officer participation.
- Late participants did not complete the survey. To address this, I recommend assigning someone to remain at the check-in table during the panel to register late arrivals.

ANNUAL GROWTH & KEY METRICS

Key Metrics

- Melt Rate: 12.9%
- Percent of attendees who checked in: 87%

Changes from 2024

- Student attendance 2024: 20 students
- Student attendance 2025: 54 students
 - Student attendance grew by **170%** from 2024 to 2025.