THE FESTIVAL EXPERIENCE
MORE THAN 20,000 FESTIVAL ATTENDEES

HOSTED 82 LEARNING EXPERIENCES

- 41 NON-PROFITS/ADVOCACY GROUPS
- 20 EDUCATIONAL INSTITUTIONS
- 10 UPSTATE INDUSTRY LEADERS

SHOWCASED ORGANIZATIONS FROM COUNTIES ACROSS THE UP COUNTRY:

- ANDERSON
- PICKENS
- GREENVILLE
- OCONEE
- YORK
- CHEROKEE
- SPARTANBURG

MORE THAN 2,700 WEBSITE VISITS
MORE THAN 3,300 TWEET IMPRESSIONS
MORE THAN 25,000 FACEBOOK IMPRESSIONS
MORE THAN 37,000 SOCIAL MEDIA IMPRESSIONS!

THE PROGRAM EXPERIENCE
MORE THAN 24,000 PROGRAM PARTICIPANTS

iMAGINE UPSTATE HELPED TO SUPPORT AND HOST 16 EVENTS PROMOTING SCIENCE, TECHNOLOGY, ENGINEERING & MATHEMATICS

EVENTS INCLUDED:

- SCIENCE ON TAP
- 3D PRINTING WORKSHOP
- SPARTANBURG STEAM FAIR
- IMAGINE TRI-COUNTY TECHNICAL COLLEGE
- IMAGINE ROCK HILL - EXPLORING STEAM
- DUKE ENERGY: WORLD OF ENERGY SERIES
- 4-H ENGINEERING CHALLENGE

MORE THAN 8,100 WEBSITE VISITS
MORE THAN 12,700 TWEET IMPRESSIONS
MORE THAN 262,300 FACEBOOK IMPRESSIONS
MORE THAN 287,500 SOCIAL MEDIA IMPRESSIONS!
FACEBOOK

25,006 TOTAL IMPRESSIONS
5% YOY

13,287 PAID
11,739 ORGANIC

TOTAL LIKES 1,749
34% YOY

INSTAGRAM

942 FOLLOWERS
29% YOY

FACEBOOK EVENT

68K REACH
4.1K PAGE VIEWS
1.2K ENGAGED

APRIL 2ND, 2016
SOCIAL MEDIA METRICS

iMAGINE UPSTATE
fueled by Scansource

4,392 FOLLOWERS
34,377 IMPRESSIONS

MORE FRIENDS

4,694 VIEWS

259 TICKETS

55 34 KLOUT SCORE

1,189 VIDEO VIEWS

109 FOLLOWERS

86 FOLLOWERS

TWITTER

1,330 FOLLOWERS
33% YOY

Over 398 Mentions...
953,759 potential reach

#imagineupstate
Awesome day @FluorField & in the #WestEnd for @imagineupstate #imagineIF #yeahTHATgreenville

It just all ran so smoothly. The crowds were very strong all day long. We constantly had lines to our stage. It was AWESOME. We are already planning for 2017!!

“...It absolutely MUST be an ANNUAL TRADITION...”
-Festival Partner

ATTENDEE SURVEY

98% Rated the festival good/excellent overall
86% Strongly agree/agree that they became more aware of STEM in their daily lives
86% Strongly agree/agree that they had fun and felt inspired by STEM
95% Strongly agree/agree that they learned something new at the festival
93% Strongly agree/agree that they became more aware of STEM-related careers

PARTNER SURVEY

100% Rated the festival good/excellent overall
96% Strongly agree/agree that IMAGINE Upstate met their organization’s expectations
92% Rated the new venue as good/excellent
100% Rated the event management as good/excellent
96% Believed their brand was effectively represented during the festival
98% Strongly agree/agree that IMAGINE Upstate inspired students to pursue STEM-related careers
100% Strongly agree/agree that the IMAGINE Upstate staff provided adequate resources and information for their organization to effectively prepare prior to the festival
98% Very likely/likely to participate in future festivals based upon their experience at IMAGINE Upstate
94% Believed the festival showcased a diverse range of workforce opportunities
DIGITAL ANALYTICS

Website Traffic by Device
- Tablet 8.7%
- Desktop 31.7%
- Mobile 59.6%

Website Traffic by State

Program Website Traffic
MARCH 26TH - APRIL 9TH, 2016
- 8,147 Website Visits
- 1:48 Minutes Per Average Visit
- 17,824 Page Views

Festival Website Traffic
APRIL 2ND, 2016
- 2,774 Website Visits
- 1:45 Minutes Per Average Visit
- 5,669 Page Views

PPC
- PAY PER CLICK COMMERCIAL
  - Newspaper
    - 27,824 IMPRESSIONS
    - 4,084 VIEWS
    - 14.68% VIEW RATE

E-BLASTS

MARCH NEWSLETTER
- 4,246 Reach
- 19% Open Rate
- 12% Click Rate

FEBRUARY NEWSLETTER
- 4,260 Reach
- 26% Open Rate
- 8% Click Rate

iMAGINE UPSTATE
fueled by Scansource

250 USERS
32,338 ACTIONS