WEB ENGAGEMENT

EMAIL BLASTS
8,124 TOTAL AUDIENCE

E-NEWSLETTERS
- AVG. REACH: 4,495
- AVG. OPEN RATE: 15.6%
- AVG. CLICK RATE: 1.3%

SOCIAL MEDIA BUZZ

SURVEY DATA

2017 FESTIVAL OVERVIEW
APRIL 1, 2017

12,000+ ATTENDEES

70 LEARNING EXPERIENCES
- 37 NON-PROFIT/ADVOCACY GROUPS
- 18 EDUCATIONAL INSTITUTIONS
- 14 UPSTATE INDUSTRY LEADERS

WEBSITE TRAFFIC
MARCH 23 - APRIL 2, 2017
- 12,934 PAGEVIEWS
- 7,049 WEBSITE VISITS
- 73.63% NEW WEBSITE VISITS
- 5427 USERS
- 4,767 MOBILE/TABLET VISITS

2017 FESTIVAL ATTENDANCE RESULTS
- 96% RATED THE FESTIVAL EXPERIENCE AS "GOOD" OR "EXCELLENT"
- 94% AGREE/STRONGLY AGREE THAT STEAM FEST MADE THEM MORE AWARE OF STEAM IN THEIR DAILY LIVES
- 94% AGREE/STRONGLY AGREE THAT THE FESTIVAL MADE THEM MORE AWARE OF STEAM CAREER PATHS
- 99% AGREE/STRONGLY AGREE THAT ATTENDING STEAM FEST WAS A FUN EXPERIENCE
- 96% AGREE/STRONGLY AGREE THAT THEY FELT INSPIRED BY THE POSSIBILITIES OF STEAM

2017 PARTNER SURVEY RESULTS
- 100% OF PARTNERS RATED THE FESTIVAL AS "GOOD" OR "EXCELLENT"
- 94% RATED THE EVENT MANAGEMENT AS "GOOD" OR "EXCELLENT"
- 97% FELT THE FESTIVAL SHOWCASED A DIVERSE RANGE OF WORKFORCE OPPORTUNITIES
- 100% RATED THE DOWNTOWN GREENVILLE LOCATION AS "GOOD" OR "EXCELLENT"
- 97% FELT THE FESTIVAL MET OR EXCEEDED EXPECTATIONS
- 91% ARE VERY LIKELY TO PARTICIPATE AGAIN NEXT YEAR

SOCIAL MEDIA
- 1,166 FOLLOWERS ON INSTAGRAM (+24% FROM 2016)
- 2,054 LIKES ON FACEBOOK (+17% FROM 2016)
- ESTIMATED 7.4K+ REACH ON FACEBOOK EVENT PAGE
- 1,473 TWITTER FOLLOWERS (+11% FROM 2016)

FACEBOOK IMPRESSIONS
14,133 ORGANIC
6,730 PAID
20,863 TOTAL
COMMUNITY IMPACT

COMMUNITY EVENTS
PROMOTED OR HOSTED BY IMAGINE UPSTATE

- IMAGINE UPSTATE LAUNCH PARTY AND PREVIEW DAYS AT THE CHILDREN'S MUSEUM OF THE UPSTATE
- PROJECT HUB "MUSIC AND MAKERS" FESTIVAL IN SPARTANBURG
- 2ND ANNUAL GREENVILLE SWAMP RABBIT'S CRAFT BEER FESTIVAL
- ROPER MOUNTAIN SCIENCE CENTER "STARRY NIGHTS"
- 4-H ENGINEERING CHALLENGE

TOP CITIES REACHED:
1. CHARLOTTE
2. GREENVILLE
3. ATLANTA
4. RALEIGH
5. GREER

NATIONAL REACH:
1,085 IN-STATE
930 OUT-OF-STATE
FROM NORTH CAROLINA TO CALIFORNIA

70.02% OF SESSIONS
REACHING USERS 18-44

- Female: 36.8%
- Male: 63.2%

WORD OF MOUTH

WHAT PARENTS ARE SAYING:

"MY FAMILY HAD A GREAT TIME AT IMAGINE UPSTATE THIS WEEKEND! LOTS OF COOL SCIENCE AND TECHNOLOGY, ESPECIALLY AT THE @ROPERMOUNTAIN TENT! IT WAS AWESOME TO SEE RMS STUDENTS THERE, TOO. THINK WE MIGHT NEED TO REPRESENT NEXT YEAR WHO'S INDI @IMAGINE_UPSTATE"

"IT WAS A GREAT FESTIVAL! BOTH MY 5-YEAR-OLD AND MYSELF HAD THE MOST FUN BUT MY HUSBAND AND 1 YEAR OLD DID TOO!"

"IT WAS A GREAT TIME FOR THE KIDS, GOOD SELECTION OF FOOD, TRUCKS AND CLEAN PORTA JOHNS WE WILL BE BACK!"

WHAT PARTNERS ARE SAYING:

"THIS IS ONE OF THE MOST IMPACTFUL YOUTH CAREER AWARENESS EVENTS IN GREENVILLE. THANK YOU FOR CONTINUING TO OFFER THIS EXPERIENCE!"

"NO DOUBT THE MOST ORGANIZED, PROFESSIONAL RUN FESTIVAL OR EVENT I HAVE EVER PARTICIPATED IN. THANK YOU FOR KEEPING THE FOCUS ON KIDS AND FAMILIES, AND CREATE A VERY SAFE, EDUCATIONAL ENVIRONMENT!"

"THIS WAS THE BEST YEAR YET! EVERYTHING SEEMED SEAMLESS IN COMMUNICATION AND EXECUTION!"