



PRESENTS

# MENTORING MONDAY



## 2021 MICHIGAN EVENT SUMMARY

### WEST SIDE EVENT

**48** MENTORS  
**205** MENTEES

### EAST SIDE EVENT

**42** MENTORS  
**145** MENTEES

### SURVEY FEEDBACK

AVG. SCORE  
OUT OF 10

Overall event satisfaction **8**

Satisfaction with event platform Remo **7**

Quality, diversity, and number of mentors **10**

#### WHAT COULD HAVE BEEN BETTER?

- More training on the platform at the beginning of the event
- Mentor bios on event platform
- Lengthen time of sessions

### PROMOTIONAL CAMPAIGN WITH SPONSOR LOGOS INTEGRATION

#### DIGITAL CAMPAIGN - mlive.com

**24** high-impact positions on mlive.com

- 5,664,684 impressions served
- 82,218 universal interactions
- 3,398 clicks
- 27,785 hours of total exposure

Fixed ad position in 3@3 newsletter from 1/11 - 2/19/21

• 1,018,517 impressions served, 297 clicks

**866,651** impressions served

- 1598 clicks
- 2031 universal interactions
- 5746 hours of total exposure

#### PRINT CAMPAIGN - published in all 8 papers



**5** full-page ads

**6** half-page ads

**2** spadea

(Ann Arbor, Bay City, Flint, Jackson, Muskegon, Saginaw)

#### PRE-EVENT EMAIL

**2 emails** to MMG database

• 10.84% CTR



#### POST-EVENT EMAIL

**Virtual gift bag**

- 164 recipients
- 50.92% open rate
- 11.7% CTR on sponsor content

**Thank you email**

- 164 recipients
- 49.1% open rate
- 21.5% CTR on sponsor logos

### MENTEE/MENTOR FEEDBACK

**"I'd love to do this again.** I think now that I've used the platform, I'll be more ready. I almost think an "orientation" for the system would help. I wanted the video but for this one it's more of a hands-on process."

**"Interesting platform!** Once I got the hang of it, I really liked it."

**"Thank you for hosting.** I will attend next year and hopefully in person!"

"Outside of basic system errors, **I really enjoyed myself** and talking with so many outstanding women!"

**"Overall great event!** The video conference platform was super interesting too. I didn't know such a platform even existed, but I thought it worked well for the event."

**"I loved connecting** with the women and helping them along their journey."

#### SOCIAL

**22,886** total people reached

- 1455 Total Overall Engagements

**12,030** total impressions

- 457 Total Reactions/Comments/Clicks/Shares
- 3.53% Avg. Engagement Rate