

PRESENTS

MENTORING MONDAY



2021 CLEVELAND EVENT SUMMARY

49 MENTORS **254** 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**

Sponsor breakout session **6**

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 - cleveland.com

10 high-impact positions on cleveland.com + ROS campaign

866,651 impressions served

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

PRINT CAMPAIGN - The Plain Dealer



- 6** full-page ads
- 6** half-page ads
- 2** gatefolds

PRE-EVENT EMAIL + Weekly Real Deals email inclusion

2 emails to PD newsletter list

- 50K recipients
- Avg. open rate 25%
- Total reads: 20,000
- Total clicks: 500

2 emails to AO database

- 6K recipients
- Avg. open rate 14.6%
- Avg. CTR 4.24%

POST-EVENT EMAIL

Virtual gift bag

- 217 recipients
- 46.3% open rate
- 12.8% CTR on sponsor content

Thank you email

- 217 recipients
- 41.1% open rate
- 18.7% 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

19,800 total people reached

- 855 Total Overall Engagements

7,071 total impressions

- 581 Total Reactions/ Comments/ Clicks/Shares
- 8.74% Avg. Engagement Rate