



WOKAI

"Mushroom After Rain" Recap (6.28)

OFFLINE // Event Stats

43 pre-registered Wokai attendees via Eventbrite
54 attended; **10** day-of attendees

ONLINE // Traffic to Wokai-related Sites

Marketing began on June 16, giving us 12 days of marketing till event
236 visits to the Wokai – SF Eventbrite page
155 visits to the Wokai.org site

Tickets: \$10 pre-sale (and additional \$1.54 processing fee);
\$15 at the door

Promotion Channels

- LinkedIn
- HYSTA
- Twitter
- Facebook (separate event page created)
- World Affairs Council – Mandarin Language Group
- ORIENTED
- National Association of Asian American Professionals
- USF

twitter



LinkedIn



na@ap
The National Association of Asian American Professionals



World
Affairs
Council
of Northern California

Eventbrite

Events Made Easy



- **158** Facebook impressions from Facebook page
- **108** invited on Facebook; **28** RSVPed as either “yes” or “maybe”
 - 75 did not reply
- **334** views of the Eventbrite page; **43** registered via Eventbrite

Traffic to Wokai.org

155 clicks to Wokai.org



twitter



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Registration Breakdown



340 views of the Eventbrite page
43 registered via Eventbrite

Link	Visits	Tickets Sold
Twitter	102	1
World Affairs Council - Mandarin group	83	26
Facebook Event Link	55	5
Facebook Newsfeed Event Name Link	22	0
Wokai site	18	2
ORIENTED	11	0
HYSTA	10	0
E-mail	9	2
Eventbrite Organizer Page Featured Event	9	0
Eventbrite Organizer Pages	8	0
LinkedIn Events	4	0
Wokai group	1	1
Facebook News Feed from "liking" event	1	0
Eventbrite RSS Feed	1	0
<i>Total</i>	<i>334</i>	<i>37</i>

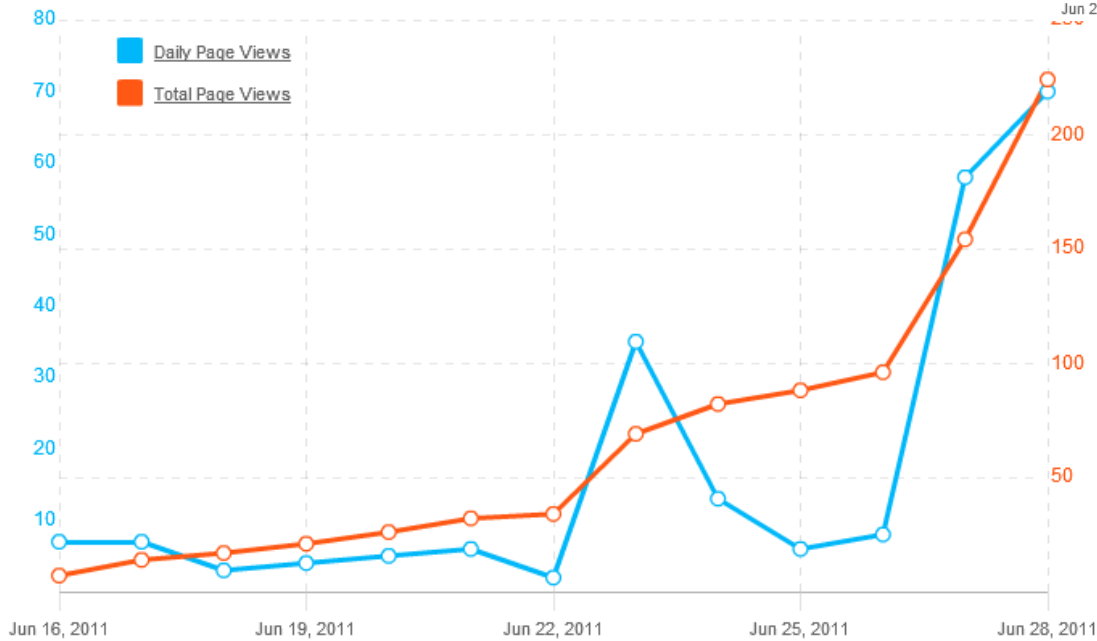
Promotion through World Affairs Council was the most effective in driving registrations



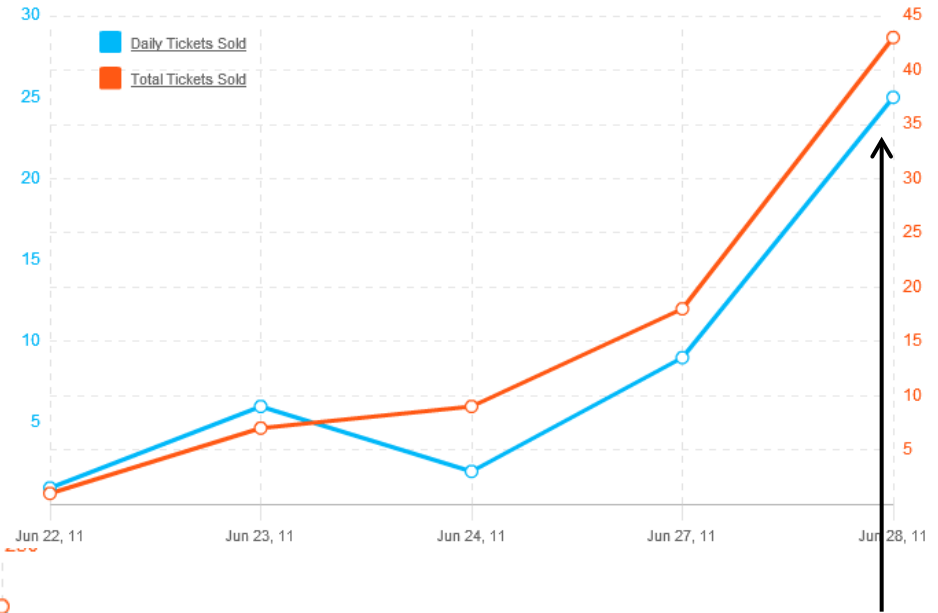
Links for visits and registrations are from the top referring sources

Activity was highest in the last two days leading to event

Page views : 6/16/2011 to 6/28/2011



Tickets sold : 6/16/2011 to 6/28/2011



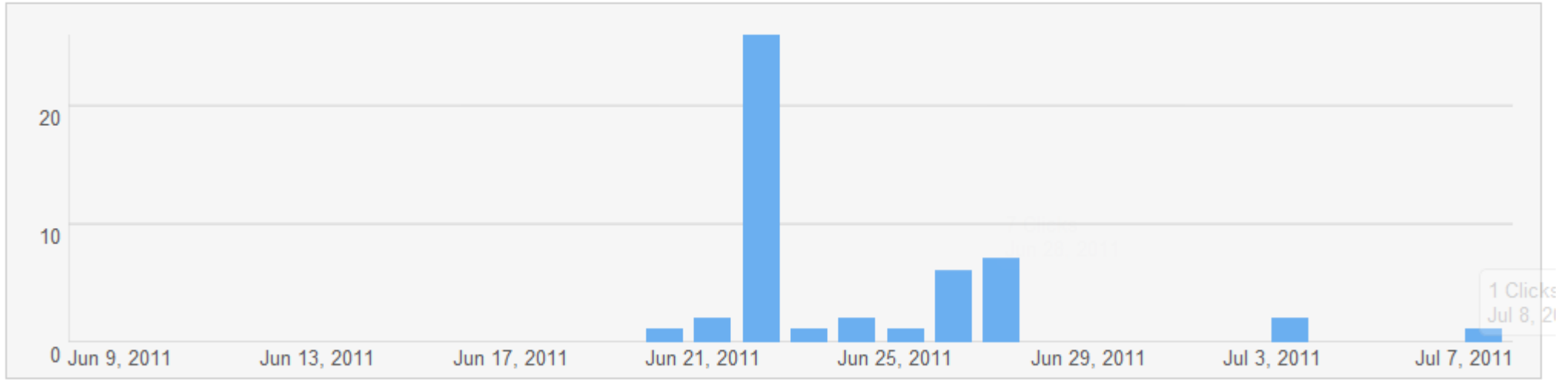
← **Total daily page views and ticket sales peaked on 6/28, day of event**

Wokai.org Traffic Breakdown



49 Click(s) on this link since Jun 9, 2011

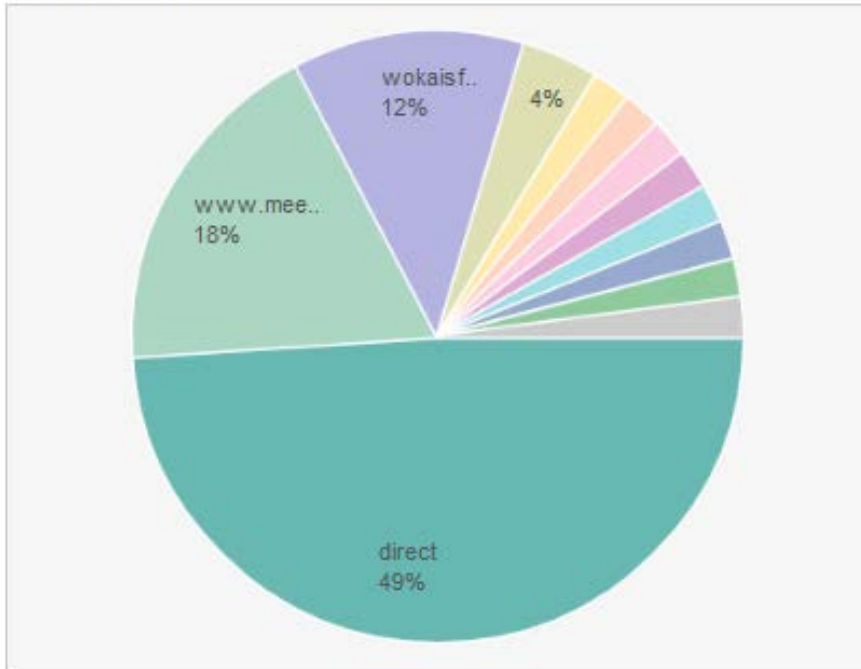
Bit.ly stats between 6/9 and 7/7



All times are in UTC-7

Site Analysis

Referrers Detail



Referring Site

Referring Site	Click(s)
Email Clients, IM, AIR Apps, and Direct	24
www.meetup.com +	9
wokaisffilm-mandarin.eventbrite.com +	6
us.mc1608.mail.yahoo.com +	2
us.mc395.mail.yahoo.com +	1
wokaisffilm-linkedin.eventbrite.com +	1
wokaisffilm-china.eventbrite.com +	1
co120w.col120.mail.live.com +	1
outlook.juniper.net +	1
us.mc1610.mail.yahoo.com +	1
us.mc1301.mail.yahoo.com +	1
wokaisffilm-efbevent.eventbrite.com +	1

- As consistent with past observations, activity was highest in the last 72 hours prior to event, and especially in the last 24 hours
 - *Create higher incentives to purchase tickets early on with more early bird specials*
- Partnerships spearheaded by key stakeholders on both sides can drive effective reach (WAC – Mandarin group drove the most registrations by a single partner)
 - *Attend events by potential partner organizations to gauge fit*
 - *Continue to work with Mandarin group at WAC*
- Enhance registration services by including services like square (can allow for payment by credit card at door -- 2% credit card processing fee associated) and Mailchimp (free e-mail list serve service that allows for tracking and bypasses most spam filters)



WOKAI

China's first international giving website