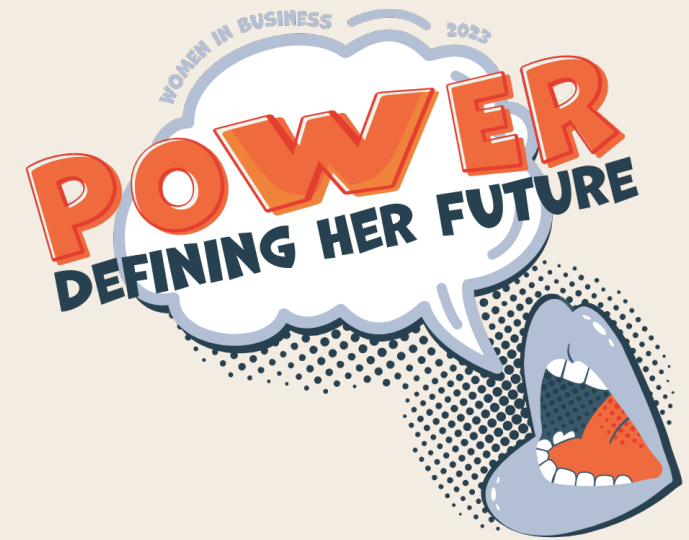


DHF Conference Marketing and Branding

Branding, Marketing, & Leadership
GRC 462 - Senior Project
Anna Haller



IRB Statement

This project uses research from Cal Poly students as subjects, but the data does not reveal the identify of subjects, nor is the data identifiable to any subject. Users will not be associated with any data points, and therefore this project does not need to be reviewed by the California State Polytechnic University Review Board.

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About the Author

My name is Anna Haller and I'm a graduating Graphic Communication student with a concentration in Management. I am from Danville California and have loved becoming involved within Cal Poly through different clubs and organizations. At Cal Poly I have been involved in my sorority Delta Gamma, Cal Poly Choirs, the American Marketing Association, and the Women in Business organization. I'm so grateful to the Graphic Communication community for challenging me and inspiring me to make an impact at Cal Poly. After Graduation I am planning on working in Marketing Operations at a tech company!

Abstract

The focus for my GRC 462 Senior project is to dive into my role as Director of Marketing for the annual Women In Business conference. As the Director of Marketing for the event my goal is to develop visual branding and an event identity, develop a digital marketing strategy, create marketing collateral, and present promotional marketing to increase event sign ups. My role also includes managing a marketing creative team as well as marketing strategy team. I will also discuss how the branding and marketing initiatives reflect the Women In Business community values and add to the conference experience.

Problem Statement

Cal Poly's Women In Business annual Defining Her Future: A Young Professionals Conference is an event with the mission to provide an opportunity for Cal Poly students campus-wide to connect, learn, and grow as leaders together. The Defining Her Future Conference is WEB's largest event of the year and also is the largest student-run event on Cal Poly's campus. DHF brings in around 500 attendees annually. In the past the branding has followed a similar theme of neutral coloring leaning towards a feminine style. An additional goal would be to create branding that is unique, gender neutral, and bright and colorful staying away from previously used colors and themes. This project is the perfect opportunity to combine my love of branding and marketing to present the conference to attendees and market it efficiently. This project will allow me to grow my marketing skills, leadership skills, and I will learn how to work creatively and establish branding.

Project Scope and Objectives

Marketing Skills

1. This project will allow me to understand how social media marketing works and how to effectively market an event.
2. This project will allow me to gain experience developing marketing collateral for event attendees.

Leadership Skills

1. This project will allow me to gain experience in a leadership role as head of marketing. I will learn how to manage a team, work with others, and ensure all deadlines are complete.
2. This project will allow me to utilize new software to manage the team.

Brand Marketing Skills

1. This project will allow me to understand how to create branding and how to create a brand identity for an event.
2. This project will allow me to creatively think outside of the box and allow the conference's goals and mission to be reflected in the branding.

Background Research

Resource 1: “How to Build a Brand”, Branding Background
Citation: XF (2022, October 29). Retrieved April 11, 2023,
from <https://www.shopify.com/blog/how-to-build-a-brand>

Summary: This article gives many statistics about how to successfully build a brand from scratch. The article discussed the importance of consistency and maintaining that consistency as you extend your brand to every part of your business. The article also provided 7 steps to successfully build your brand. These tips are to Research your target audience and your competitors, pick your focus and personality, choose your business name, Write your slogan, choose the look of your brand (colors and font), design your brand logo and apply your branding across your business.

Background Research

Resource 2: "Showing your conference logo some love", Conference logo trends

Citation: Campbell, B. (2020, January 13). Designing a conference logo? Here are 9 things you should know. Blog | Ex Ordo. Retrieved April 11, 2023, from <https://www.exordo.com/blog/showing-your-conference-logo-some-love/>

Summary: This article discussed the history of branding and the importance of creating a conference logo that stands out. The article suggests finding a logo that's both strategic and thoughtful. The article also says that a scalable, clean, detailed, and eye catching logo will allow for the most success.

Background Research

Resource 3: “Conference Branding Websites”, Example of a strong website design

Citation: Creating your conference branding & website. IEEE MCE. (2023, March 1). Retrieved April 11, 2023, from <https://ieeemce.org/planning-basics/getting-started/conference-branding-websites/>

Summary: The article provides some current conference branding examples and lots of suggestions. The article recognized the importance of identifying what the conference represents and how the audience and overall objectives are. The article also touches on defining a brand tone that can be utilized across all marketing materials. Is it important this tone is seen consistently though all marketing assets.

Background Research

Resource 4: “Best Branding Conferences”, Current trends to draw from

Citation: Your guide to 2021’s Best Branding Conferences. Canto. (2021, December 27). Retrieved April 11, 2023, from <https://www.canto.com/blog/best-branding-conferences/>

Summary: The article provided value information on conferences that have been branded successful. The article provided strong examples of current trends to draw from and discussed how the branding of conferences are some of the most valuable ways to reach your audience. The article discussed new ideas and strategies popular conferences are utilizing to stand out.

Background Research

Resource 5: “Hub Content Calendar”, Strong practice for social media management

Citation: What is a content calendar? and how to build one. Backlinko. (2021, August 5). Retrieved April 11, 2023, from <https://backlinko.com/hub/content/calendar>

Summary: This article provided information on a content calendar for social media. Content calendars are becoming more and more popular as a way to manage posts and develop strategies. While I have heard the term before this article provided many strategies to utilize the content calendar for social media management.

Background Research

Resource 6: "Time Post Instagram" Statistical analysis of audience engagement for social media Citation: When is the best time to post on Instagram? (2023 guide). Shopify. (2023, February 16). Retrieved April 11, 2023, from <https://www.shopify.com/blog/time-post-instagram>

Summary: This article was helpful in data regarding the highest engagement times for social media users. This is important to understand so that our social media strategy reflects these metrics. While social media post design is important it's also crucial we are using the instagram algorithm to promote our posts and post them at high times of interaction.

Background Research

Resource 7: "Conference Registration" Most popular strategies to increase conference registration

Citation: Conference2Go. (2022, September 12). 7 proven tactics to increase conference registration. Conference2Go. Retrieved April 11, 2023, from <https://www.conference2go.com/blog/conference-registration/>

Summary: This article discussed the importance of making sure your conference registration is convenient and fast to ensure people are able to register. The article suggested making the process mobile-friendly so that attendees can register for the conference without the need to use their computer. The page should be simple and straight to the point with no filler information. All clickable icons should also be large.

Background Research

Resource 8: “Marketing Tips to Massively increase your event registration” Example of a strong marketing for conference engagement

Citation: Thangavel, V., Thangavel, V., Veena ThangavelU stalk event trends. A marketer for Zoho Backstage. Love music from the ‘60s and ‘80s., N., N., N., & Name. (2020, October 7). 10 marketing tips to Massively Increase Your Event Registration. The Green Room – A Zoho Backstage Publication. Retrieved April 11, 2023, from <https://www.zoho.com/backstage/thegreenroom/10-marketing-tips-to-massively-increase-your-event-registration.html>

Summary: This article provided insight on how to increase your event registration. The article recommended defining the event goal, what we are offering attendees, and activities. The article also recommended narrowing your audience and building beautiful websites and social media posts that will allow the event to shine.

Background Research

Resource 9: "Goodie Bags that people won't throw away"

Example of a strong swag to give away

Citation: 5 ideas for conference swag bags that attendees will love. Bishop. (n.d.). Retrieved April 11, 2023, from <https://blog.bishopmccann.com/three-ideas-for-conference-goodie-bags-that-people-wont-throw-away>

Summary: The article provides some current trends and customer feedback on conference swag and giveaways. The article recommended some items that conference attendees are currently enjoying seeing in their swag bags. Some of these items included Well-made and designed apparel or clothing, Electronics or accessory, Gadgets and tools, Snacks or treats (sweet and savory), Travel accessories, Gift cards, Beverages or beverage accessories, and Luxury spa items or toiletries.

Background Research

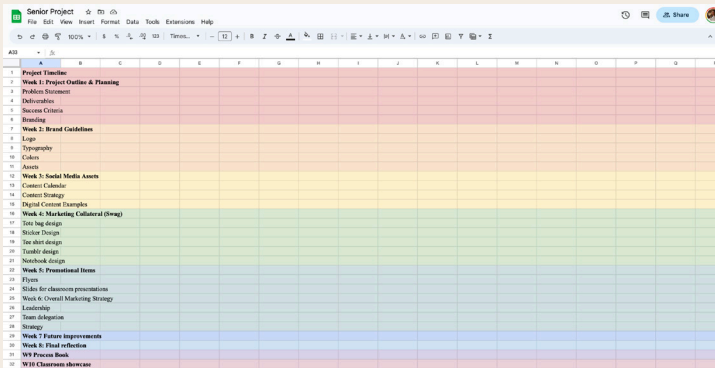
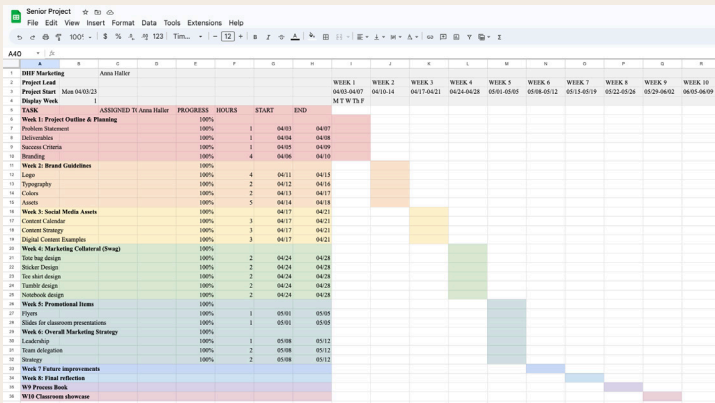
Resource 10: "Swag Bag Ideas" Current trends to draw from

Citation: Bell, A. (2023, March 28). 33 sensational swag bag ideas for work, events, & clients.

SnackNation. Retrieved April 11, 2023, from <https://snacknation.com/blog/swag-bag-ideas/>

Summary: This article provided some data on price as well as examples of swag goodies that are standing out. The article recommended making sure your logo appears visible and looks good with the product.

Timeline



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Work Breakdown Structure: DHF Marketing						
Background Research	Brand Guidelines	Social Media Assets	Marketing Collateral	Promotional Items	Project Reflection	
Problem Statement	Logo	Content Calendar	Tote bag design	Flyers	Future improvements	
Deliverables	Typography	Content Strategy	Sticker Design	Slides for presentations	Final reflection	
Success Criteria	Colors	Digital Content Examples	Tee shirt design		Process Book	
Branding	Assets		Tumbler design		Classroom showcase	
			Notebook design			

Project Execution

Phase 1: Background Research

In depth research was done before planning with the team on inclusive branding, marketing, social media strategy and more. In addition to this drawing from my GRC courses including GRC 361 on developing marketing campaigns and project management.

Phase 2: Brand Guidelines

Before we began planning our event collateral and digital marketing strategy we worked as a team to establish brand guidelines. We worked over the course of a week to create the logo, typography, colors, and assets.

Phase 3: Social Media Assets

Once our branding was established the documents were shared with the team to begin the social media posts. This phase included developing a content calendar, content strategy, and the creation of the posts for instagram.

Project Execution

Phase 4: Marketing Collateral

Maintaining a consistent brand identity was important to me and when working to develop our printed marketing collateral I wanted it to be adjacent to our social media with the same images, coloring, and theme. We developed a tote bag, stickers, T shirt, Tumblr, and Notebook that would effectively promote the event to attendees.

Phase 5: Promotional Items

The last step was developing a promotional strategy for the event. This included classroom presentations, high social media reach, and flyers to place around campus.

Results: Brand Guidelines

COLOR PALETTE



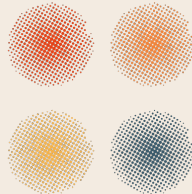
LOGO



TYPOGRAPHY

MARVIN
Poppins Bold
Poppins Regular

ASSETS



Results: Social Media

STRATEGY

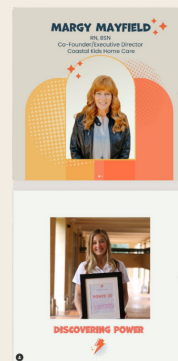
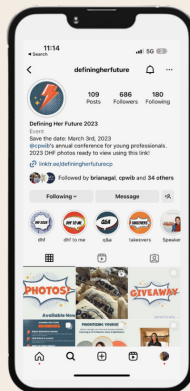
Strategy for engagement & interaction

- Posting 2-3 times a week
- Engaging with the account every day
- Posting when users are most active

Results from 90 days before event

- +72.6% accounts reached
- +12.2 New accounts engaged
- +674 New followers

CONTENT EXAMPLES

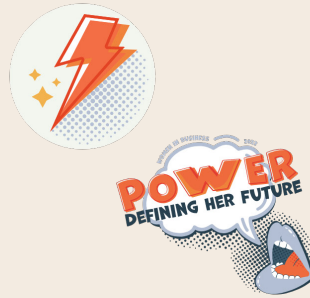


Results: Marketing Collateral

SWAG BAG



STICKERS



TUMBLER



NOTEBOOK

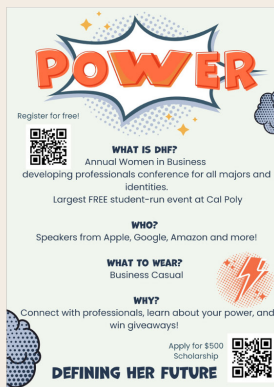


Results: Promotional Items

BROCHURE



FLYER



Future Improvements

For taking on a project similar to this one in the future I would like to improve the consistency of our printed collateral. While our tote bags and many of our designs included the event title reflecting I believe it's important that every design included the event title, year, and the Women and Business organization name. I realized this when viewing the stickers in person and I think the best way to increase event awareness would be to include all the info on our collateral so when people are carrying around the tote bags or stickers it is clearly prompting the event for the future!



Project Successes

After completing the project I feel immensely grateful for the opportunity to take on a leadership role for a club that has impacted my college experience so profoundly. It was mainly to lead this event with Conference Director Briana Gallo and Head of Logistics Simone Pucher. A HUGE thank you to the Marketing team leads, Flannery Connor and Eshika Jain, for all their support! This event would not be possible without our talented and dedicated DHF Marketing team: Kathleen Lotton, Jacquelyn Wong, Naomi Baron, Smera Doshi, Nicolette Tramm, Ariel Avital, Tina Zeng, Lubnaa Alim, and Michaela Stauber

I learned so much through this project and it was amazing to take my learning from my GRC courses into the real world and it was so rewarding seeing all the positive feedback from conference attendees! Seeing everything come together on the day of was such a rewarding experience. I'm so grateful to be surrounded by such incredible women who inspire me and help me grow daily! This conference wouldn't have been possible without their passion and commitment!

Project Reflection

This project was the perfect opportunity to take a leadership role within an organization I've been involved in for a long time at Cal Poly. I enjoyed working in a team setting and combining my passion for branding and marketing with the Women In Business group. Defining her future conference always inspires me, and I'm so grateful for all the opportunities the club has given me. One of the most valuable lessons of my Cal Poly career was finding organizations that allow you to grow and work to leave a lasting impact on the club.

