

Event Plan



Post-Event Optimization Report: PF - Summer Day Out

Date: March 4, 2026 | **Location:** Hermann Park, Houston | **Coordinator:** Heather Curley

Executive Summary

The activation at **Houston Hermann Park Summer Day Out** focused on driving awareness for the **High School Summer Pass** and **Black Card** upgrades. We engaged approximately **550** attendees and collected **450** new leads via QR code scans.

Key Performance Indicators (KPIs)

Metric	Result	Goal/Benchmark	Status
Total Leads (Scans)	450	400	✅ Exceeded
Promo Swag Distributed	1,200 units	1,500 units	⚠️ Under
On-Site Conversions	12 Joins	10 Joins	✅ Exceeded
Cost Per Lead (CPL)	\$4.20	\$5.00	✅ Efficient

Operational Evaluation (Execution)

- Logistics:** All promotional materials arrived 2 hours before kickoff. Inventory tracking was 100% accurate post-event.
- Staffing:** 3 Club Managers from the [Neighborhood] area assisted. Staff energy was high, but transition training for the new mobile sign-up app is needed (avg. 4 min per sign-up).

- **Brand Alignment:** The "Judgement Free Zone" tent was positioned next to the main stage, providing 10k+ impressions.



The Scout" Observations (What I Saw)

- **Winner:** The "Spin the Wheel" for a free month was the biggest draw; lines were consistent from 12 PM – 3 PM.
- **Miss:** The printed brochures had a lower engagement rate than the digital QR codes. People didn't want to carry paper while walking to the event.



Recommendations for Future Optimizations

- **Digital-First:** Eliminate 50% of paper flyers for the next Houston activation; redirect that budget into higher-quality "sticky" swag (e.g., branded water bottles or gym towels).
- **Peak Timing:** Schedule 4 staff members for the 12 PM – 3 PM window and scale back to 2 staff members after 4 PM to save on labor costs.
- **Location Pivot:** Request a corner booth next year to capture traffic from two aisles instead of one



Contact Information

I've summarized our last activation into a one-page optimization report. It highlights our Cost Per Lead and identifies two areas where we can cut costs on print materials while increasing our digital engagement for the next Houston event.

For any inquiries on this project, reach out to:

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