

IEEE Region 8 Student Branch & Gold Congress 2012 Madrid, Spain

Event Evaluation Report

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History

R8 SBC 2010 Leuven



300+ Student Attendees
Workshop: Technical and
Professional
Presidents' Debate

...

Problem Statement



Problem Statement

A different view

Overall quality & appreciation 85%

Sponsor recognition 51%

Member activation 38%

The concept

Organizers: How to organize?

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R8, Sections, MGA: How to influence the next SBC?

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Organizers: How to organize?

R8, Sections, MGA: How to influence the next SBC?

Sponsors: Why to spend our money on this?

The concept

Organizers: How to organize?

Obtain good results on evaluation.
See how previous organizers performed.

R8, Sections, MGA: How to influence the next SBC?

Decide what is on the evaluation.

Sponsors: Why to spend our money on this?

See evaluation results!

Event Evaluation

Different Levels of Detail

High Level

Event Metrics: Was the event good or was it not?

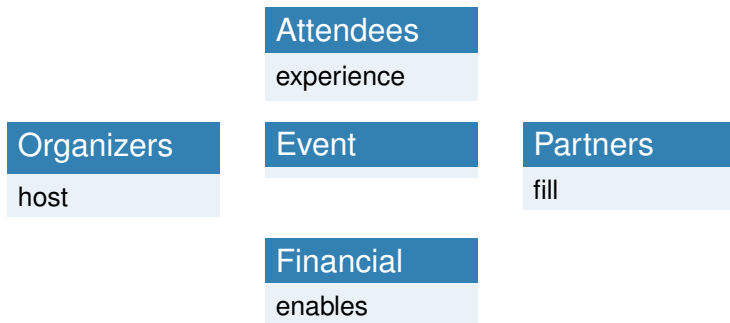
Middle Level

Activity Metrics: What was the event?

Small Level

Process Metrics: How was it realized?

Event

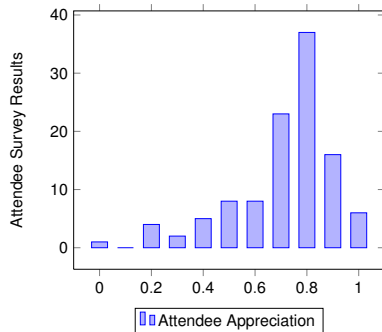
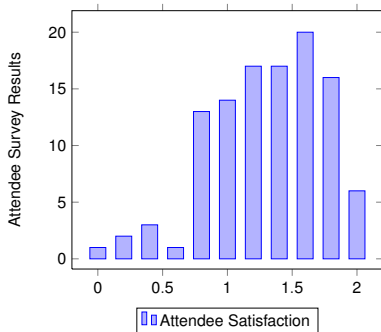


R8SBC2012



9 / 23

Event Metrics: Attendee



Attendee Appreciation

$$77.6/109 = 0.711/1$$

Attendee Satisfaction

$$140.4/109 = 1.29/1$$

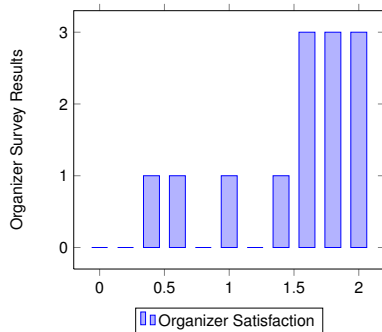
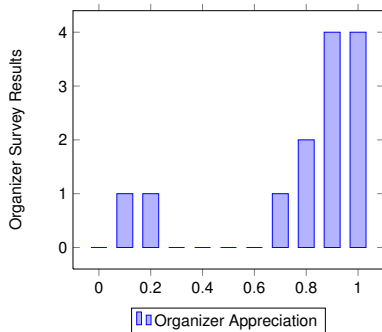
A A Avg

$$586/72 = 0.814/1$$

A S Avg

$$113/72 = 1.57/1$$

Event Metrics: Organizer



Organizer Appreciation

$10.2/13=0.78$

Organizer Satisfaction

$19.6/13=1.5$

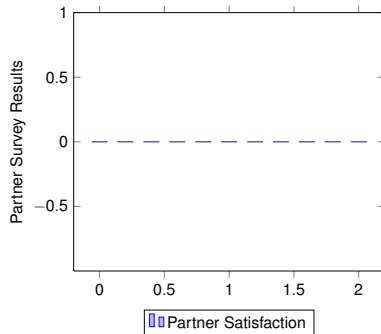
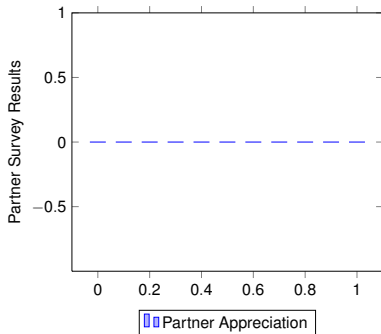
O A Avg

Data not available

O S Avg

Data not available

Event Metrics: Partner



Partner Appreciation

Awaiting Survey results

Partner Satisfaction

Awaiting Survey results

P A Avg

Data not available

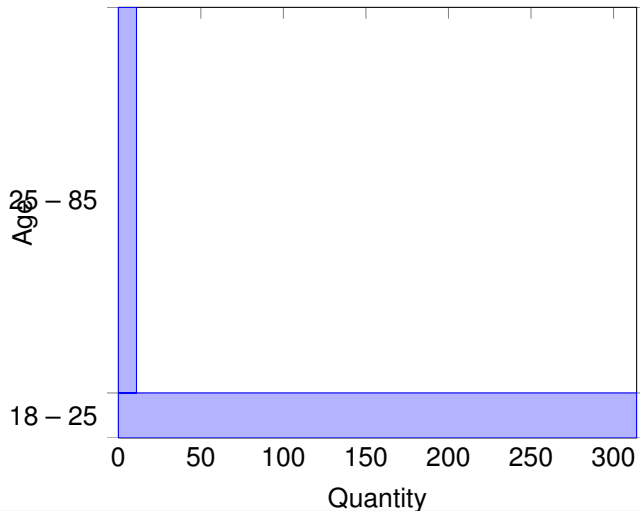
P S Avg

Data not available

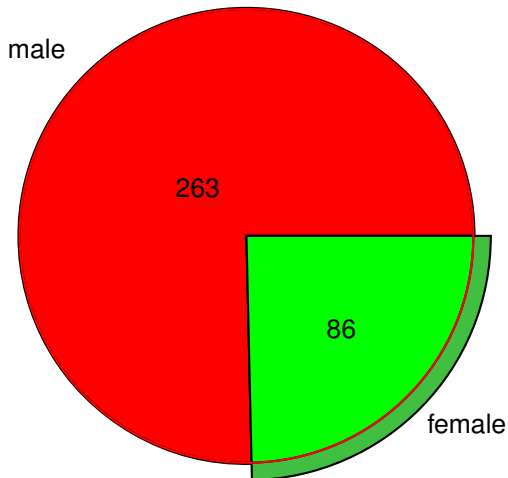
Event Metrics: Financial

2012€	Budget	Real	% Variation				
				Avg€	Budget	Real	% Variation
Income	NA	118k	NA%	Income	100k	123k	23%
Cost	NA	105k	NA%	Cost	90k	116k	28%
Result		13k		Result		7k	

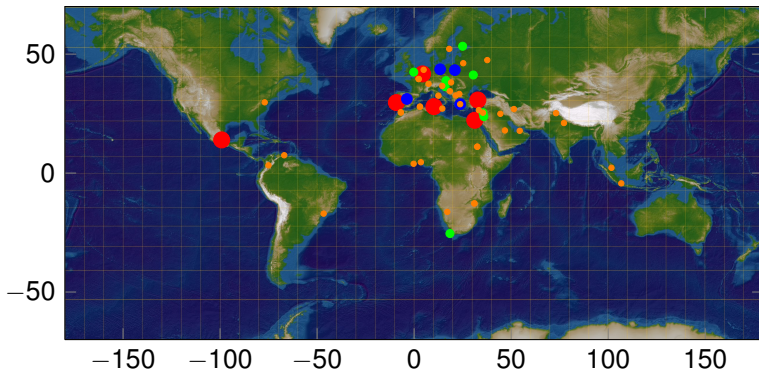
Activity Metrics: Attendee Age, Sex, Location



Activity Metrics: Attendee Age, Sex, Location

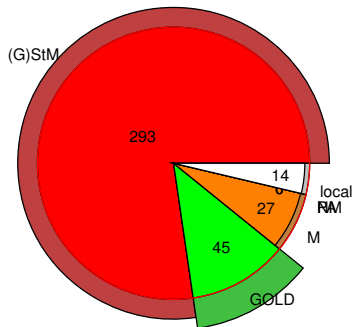


Activity Metrics: Attendee Age, Sex, Location



Average distance travelled = 2698 km
Average distance travelled average = 2046 km

Activity Metrics: Attendee Experience & Membership Grade



Attendee Experience

In this visualization, the angles represent the distribution at the current event, the radii represent the relation to the average event, average being the red circle.

Activity Metrics: Attendee Funding

Attendance Funding Ratio

$$AFR = \frac{115+23}{115+178+23+22} = 0.41 \quad AFR_{avg} = 0.558$$

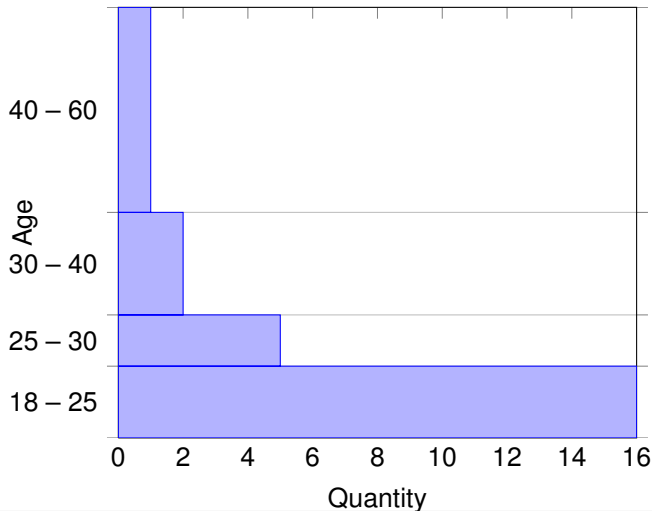
Students Funding Ratio

$$AFR_{stud} = \frac{115}{115+178} = 0.39 \quad AFR_{stud_{avg}} = 0.50$$

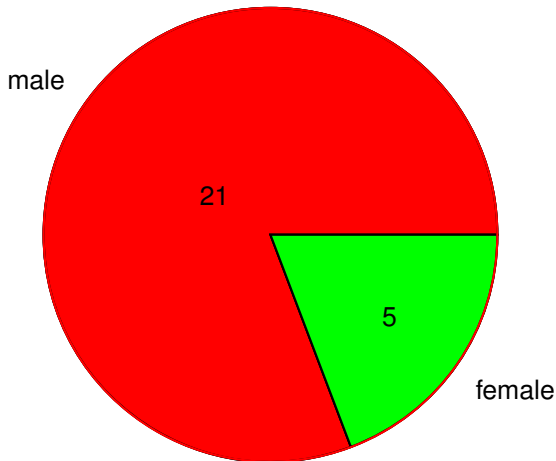
GOLD Funding Ratio

$$GOLD = \frac{23}{23+22} = 0.51 \quad AFR_{GOLD_{avg}} = 0.48$$

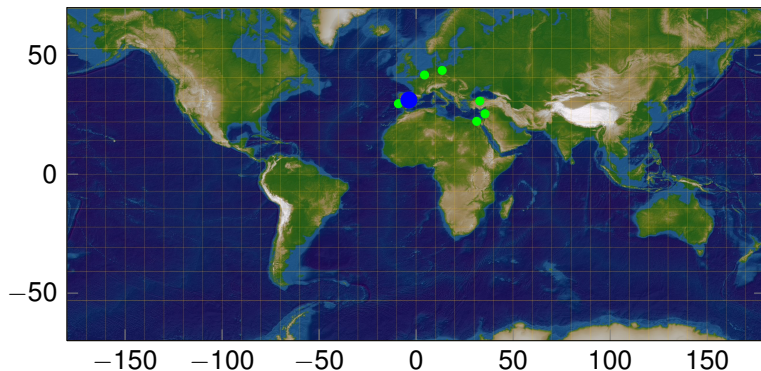
Activity Metrics: Organizer Age, Sex, Location



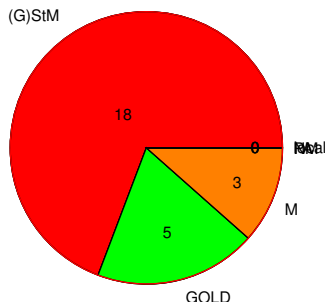
Activity Metrics: Organizer Age, Sex, Location



Activity Metrics: Organizer Age, Sex, Location



Activity Metrics: Organizer Experience & Membership Grade



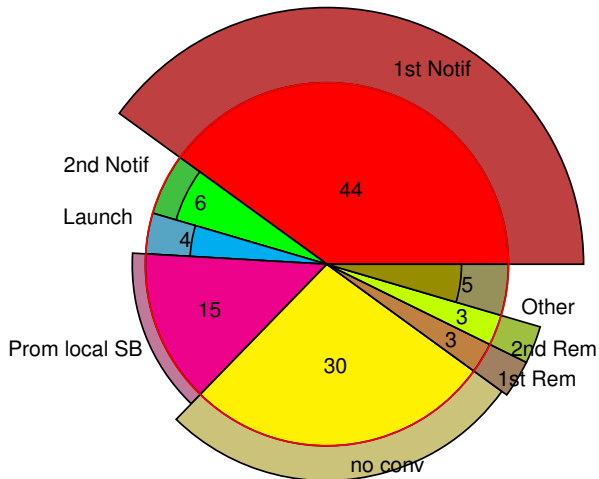
Budget Health

Budget Health

$$FH = \frac{\text{surplus}}{\text{total}} = \frac{13k}{118k} = 0.11 \quad FH_{avg} = 0.06$$

$$FH_{des} = \text{profit}_{des} + \text{safety}_{des} = 0\% + 5\%$$

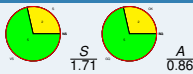
Attendee Treatment: Event Promotion



Attendee Content Treatment : Event Attendance & Appreciation

Saturday 1st Workshop

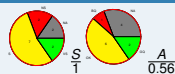
SBch



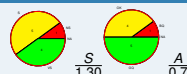
STARS



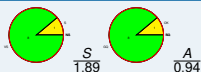
Soft Skill



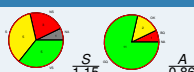
R8SAC



TwinB 2.0



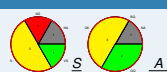
Con Ftr



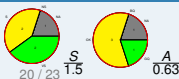
BB GD



Ser Gam



Success



Process Metrics: Organizer Treatment: Retainment & Inflow

Retainment & Inflow

$$OR = \frac{\#(PO \cap CO)}{\#(PO)} = \frac{3}{21} = 0.14 \quad OR_{avg} = 0.14$$

$$OI = \frac{\#(CO \setminus PO)}{\#(CO)} = \frac{21}{26} = 0.88 \quad OI_{Avg} = 0.88$$

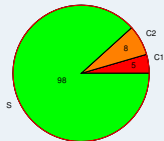
Process Metrics: Partner : Sponsoring Effectiveness

IEEE



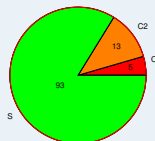
95 %

Everis



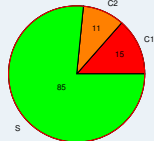
88 %

Altiria



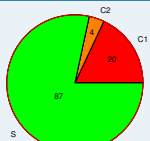
84 %

eMadrid



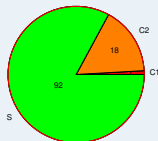
77 %

ETSIT UPM



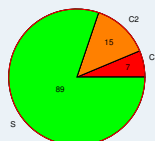
78 %

le Madrid



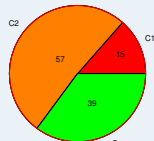
83 %

iMdea



80 %

Astrium



35 %

