

## **VIDEO**

**2018 Winner:** ASME

**Entry Title:** E-Fests Around the World

### **Project Overview:**

"E-Fests Across the Globe" is a 4:45 video designed to capture the enthusiasm of participants at the inaugural series of ASME E-Fests. E-Fests are three-day, two-night festivals for engineering students around the globe. The video was part of an integrated marketing and communications plan to promote E-Fests and generate content from the festivals.

ASME launched E-Fests in 2017 with E-Fest Asia Pacific, March 3-5 (LNM Institute of Technology, Jaipur, India), EFest West, March 17-19 (University of Nevada, Las Vegas), and E-Fest East, April 21-23 (Tennessee Tech, Cookeville).

E-Fests feature competitions, keynote talks, workshops, career advice, opportunities to network with major engineering firms and research institutions, impromptu design challenges, and entertainment. E-Fest Asia Pacific in India, for example, featured a well-known pop band, Euphoria. The informal call-to-action for E-Fest participants was: "Party Like an Engineer!"

Competitions included the Human Powered Vehicle Challenge, a "decathlon" for robots featuring a series of lift, throw, and climb maneuvers, a 3D design competition, and poster and research presentations.

ASME designed E-Fests to expand student knowledge, test and showcase new skills, provide opportunities to meet and network with peers and practicing engineers, and to open doors to innovation and creativity. E-Fests help prepare students to become part of the diverse and multidisciplinary engineering community upon graduation.

### **Project Goals/Objectives:**

The goal for the "E-Fests Around the Globe" video was to capture the vibrancy, diversity, and richness of each of the three festivals. We used video documentary techniques to share the excitement of competitions, the enthusiasm of speakers, and assessments of value by ASME leaders and volunteers. The most important goal, however, was to gather comments and impressions from students.

The video was designed to help recruit students for future E-Fests, and to recruit sponsors, speakers and workshop leaders. ASME also used the video to generate interest among potential hosts for 2018 and 2019.

Broad goals for E-Fests are to build awareness and brand recognition for ASME among engineering students, both ASME student members and non-members. E-Fests are also designed to expand and deepen ASME's relationships with Host Universities, industry and government.

Another set of goals pertain to workforce development. E-Fests provide knowledge, coaching, and industry contacts for student engineers. For industry, E-Fests serve recruitment goals, through the exposure of company representatives to talented students who are about to enter the workforce.

E-Fests also serve to promote the ASME brand, and to demonstrate thought leadership in key technology and engineering fields.

The video and the E-Fest programs are tailor-made to support ASME's mission: to serve diverse global communities by advancing, disseminating and applying engineering knowledge for improving the quality of life; and communicating the excitement of engineering.

**Strategy/Tactics:**

ASME's marketing strategy for E-Fests was an integrated promotional campaign using social media, video, still photography, public relations, sponsorships, advertising, e-mail and word of mouth.

For the "E-Fests Around the Globe" video, we strove to record engaging and vibrant imagery and sound. Short interviews, shot amid dynamic action, let participants share their own, diverse perspectives.

Production in India and at two universities in the U.S. within a two-month period posed significant planning and budgetary challenges. Rather than outsource production, ASME used staff resources to produce the video. We hired local camera crews and travelled to Jaipur, Las Vegas and Cookeville, to direct video coverage and conduct interviews.

ASME staff also wrote the script, and supervised post production (editing, graphics, music). By taking on much of the production tasks ourselves, we minimized out-of-pocket expenditures, permitting coverage of all three events with a reasonable budget.

ASME mounted an aggressive campaign to generate additional multimedia content at each E-Fest, including interviews with speakers and workshop participants, photo essays, and a video series on one of the Human Powered Vehicle Challenges.

Channels for our overall marketing and communications effort included: Mechanical Engineering Magazine; ME Today (newsletter and live and events for early career engineers); ASME News (newsletter); the ASME Intranet; ASME social media platforms; and the social media networks of Host universities, students, sponsors and volunteers. We conducted outreach for earned media and we made media buys and list purchases.

ASME deployed 24 emails with over 400,000 impressions globally.

ASME launched social media campaigns on Twitter and Instagram using #PartyLikeAnEngineer, #EFestWest and #EFestEast. Tests were also run using Snapchat Geofilters, Facebook and Twitter advertising, on-site apps, and a CredSpark quiz. On site apps featured gamification strategies and give-aways.

**Success Metrics:**

ASME's marketing, promotion and communication campaign achieved its goals for attendance, sponsorship and industry participation. The three events drew 2,700 students from 219 universities and institutes across India, the United States, Canada and Mexico.

The "E-Fests Around the Globe" video has been distributed on the ASME E-Fest web site, through its social media channels, and at live events. The video has also been shared with and distributed through the networks of host institutions, students, universities, sponsors and speakers.

Video shot for each of the first two E-Fests was shown at subsequent events, to share the diversity of experiences. The "E-Fests Around the Globe" video was also screened at high-

profile ASME events and conferences, for volunteers, leaders, and engineers in industry and academia.

The campaign drew its target number of sponsors and industry participants including: Siemens, Microsoft Surface, Ansys, Autodesk, Eastman, Denso, Maplesoft, Local Motors, Nissan, NASA and Southern Company.

The "E-Fests Around the Globe" video was used extensively and successfully in retaining sponsors and soliciting new ones.

Another marketing goal successful, a full slate of host institutions for the upcoming 2018 and 2019 Events. There will be four festivals in 2018: E-Fest Asia Pacific, March 16-18 (Delhi Technological University, India); E-Fest West, March 23-25 (Fairplex, in Pomona, California); E-Fest East, April 13 - 15 (Penn State, in State College, PA); and E-Fest South America, July 27-29 (Rio de Janeiro, Brazil).

Our CredSpark quiz ("What's Hot in Engineering?"), which was used in a content marketing strategy on the E-Fest web site, had an impressive 76% conversion rate.

Results from marketing campaigns include:

- 2,700 worldwide attendees from 15 countries and 45 states
- 293 competition entries
- 219 universities represented
- 52 speakers, presenters and engineering thought leaders
- 500,000 digital and social media reach (US)
- 400,000 global email impressions
- 28,000 social photo views (US).

**Learn More:**

<http://efestvideos.asme.org/detail/videos/all-videos/video/5468137218001/e-fests-across-the-globe?autoStart=true>

**ASAE Website:**

<https://www.asme.org/>