



iMAGINE
UPSTATE
fueled by  scansource

2016 PROGRAM OVERVIEW

THE FESTIVAL EXPERIENCE

MORE THAN *20,000* FESTIVAL ATTENDEES

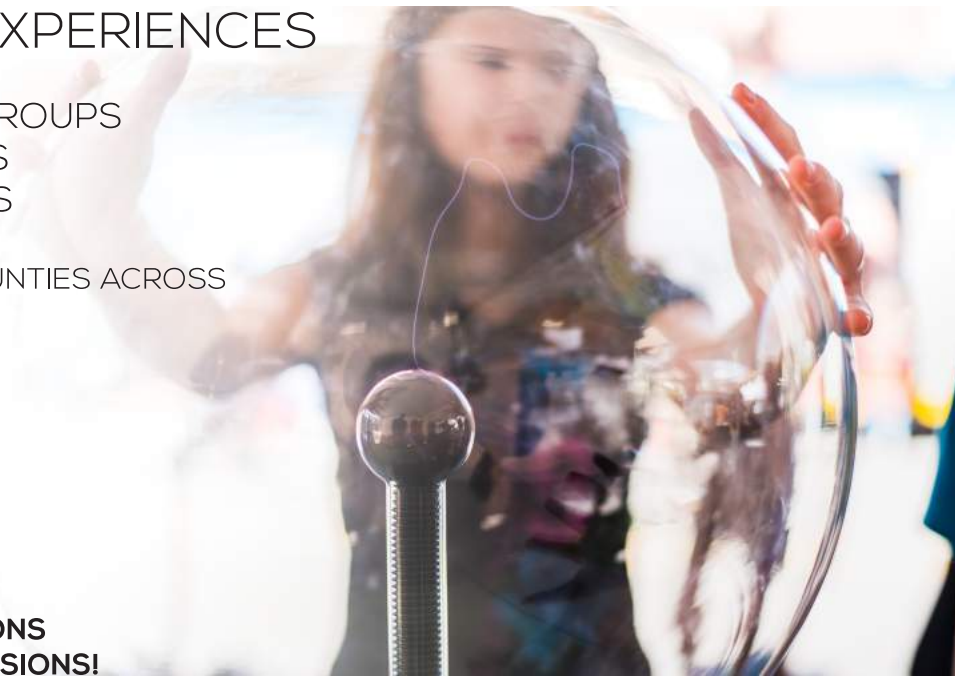
HOSTED 82 LEARNING EXPERIENCES

- 41 NON-PROFITS/ADVOCACY GROUPS
- 20 EDUCATIONAL INSTITUTIONS
- 10 UPSTATE INDUSTRY LEADERS

SHOWCASED ORGANIZATIONS FROM COUNTIES ACROSS THE UPCOUNTRY:

- ANDERSON
- YORK
- PICKENS
- CHEROKEE
- GREENVILLE
- SPARTANBURG
- OCONEE

MORE THAN **2,700 WEBSITE VISITS**
MORE THAN **3,300 TWEET IMPRESSIONS**
MORE THAN **25,000 FACEBOOK IMPRESSIONS**
MORE THAN **37,000 SOCIAL MEDIA IMPRESSIONS!**



THE PROGRAM EXPERIENCE

MORE THAN *24,000* PROGRAM PARTICIPANTS

iMAGINE UPSTATE HELPED TO SUPPORT AND HOST 16 EVENTS PROMOTING SCIENCE, TECHNOLOGY, ENGINEERING & MATHEMATICS.

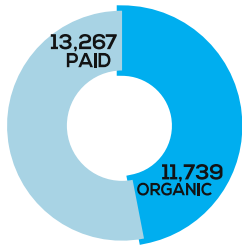
EVENTS INCLUDED:

- SCIENCE ON TAP
- 3D PRINTING WORKSHOP
- SPARTANBURG STEAM FAIR
- IMAGINE TRI-COUNTY TECHNICAL COLLEGE
- IMAGINE ROCK HILL - EXPLORING STEAM
- DUKE ENERGY: WORLD OF ENERGY SERIES
- 4-H ENGINEERING CHALLENGE

MORE THAN **8,100 WEBSITE VISITS**
MORE THAN **12,700 TWEET IMPRESSIONS**
MORE THAN **262,300 FACEBOOK IMPRESSIONS**
MORE THAN **287,500 SOCIAL MEDIA IMPRESSIONS!**



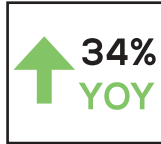
FACEBOOK



25,006
TOTAL
IMPRESSIONS



TOTAL LIKES



INSTAGRAM

942
FOLLOWERS



FACEBOOK EVENT

68K REACH
4.1K PAGE VIEWS
1.2K ENGAGED

APRIL 2ND, 2016
SOCIAL MEDIA METRICS



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4,392 FOLLOWERS
34,377 IMPRESSIONS

MORE FRIENDS



4,694 VIEWS



259 TICKETS



55.34 KLOUT SCORE



1,189 VIDEO VIEWS



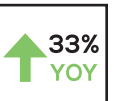
109 FOLLOWERS



86 FOLLOWERS



TWITTER



Over 398 Mentions...
953,759 potential reach



WORD OF MOUTH

Awesome day @FluorField & in the #WestEnd for @imagineupstate #imaginelf #yeahTHATgreenville



Benjamin James Riddle shared Imagine Upstate's video. March 31 at 11:30am · 🌐

"Imagine a world where cars fly." Stoked for Imagine Upstate this weekend. #imaginelf #yeahthatgreenville

It just all ran so smoothly. The crowds were very strong all day long. We constantly had lines to our stage. It was AWESOME. We are already planning for 2017!!

it2pi commented: The whole IT2Pi team would like to thank iMagine Upstate for letting us participate again this year in the iMagine Upstate Festival 2016! @imagine_upstate 5d



Festival Partner

“ It absolutely **MUST** be an ANNUAL TRADITION. ”

”
-Festival Partner

Ken Morrill
April 2 · Edited · 📍
View on Instagram

Kids got to control #Spheros today at Imagine Upstate. this was a super cool event space! — at Fluor Field at the West End.

ATTENDEE SURVEY



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PARTNER SURVEY

98% Rated the festival good/excellent overall

86% Strongly agree/agree that they became more aware of STEM in their daily lives

86% Strongly agree/agree that they had fun and felt inspired by STEM

95% Strongly agree/agree that they learned something new at the festival

93% Strongly agree/agree that they became more aware of STEM-related careers



100% Rated the festival good/excellent overall

96% Strongly agree/agree that iMAGINE Upstate met their organization's expectations

92% Rated the new venue as good/excellent

100% Rated the event management as good/excellent

96% Believed their brand was effectively represented during the festival

98% Strongly agree/agree that iMAGINE Upstate inspired students to pursue STEM-related careers

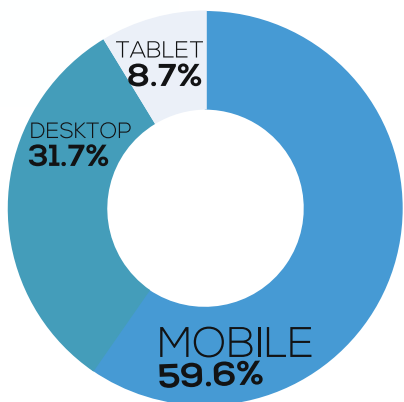
100% Strongly agree/agree that the iMAGINE Upstate staff provided adequate resources and information for their organization to effectively prepare prior to the festival

98% Very likely/likely to participate in future festivals based upon their experience at iMAGINE Upstate

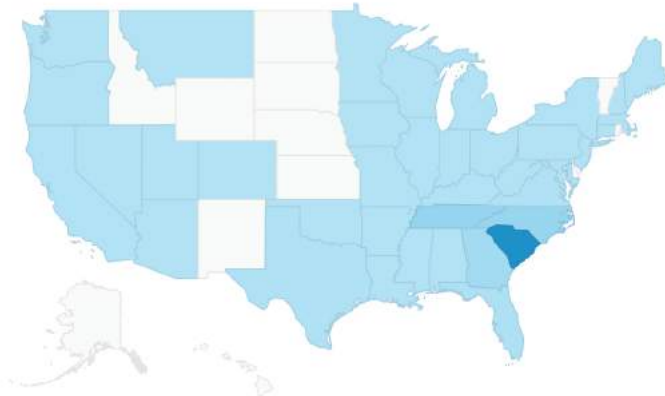
94% Believed the festival showcased a diverse range of workforce opportunities

DIGITAL ANALYTICS

Website Traffic by Device



Website Traffic by State



Program Website Traffic

MARCH 26TH - APRIL 9TH, 2016

8,147 Website Visits
1:48 Minutes Per Average Visit
17,824 Page Views

Festival Website Traffic

APRIL 2ND, 2016

2,774 Website Visits
1:45 Minutes Per Average Visit
5,669 Page Views

PPC

PAY PER CLICK COMMERCIAL



- Newspaper -



27,824 IMPRESSIONS

4,084 VIEWS

14.68% VIEW RATE

E-BLASTS

MARCH NEWSLETTER

4,246 Reach

19% Open Rate

12% Click Rate

FEBRUARY NEWSLETTER

4,260 Reach

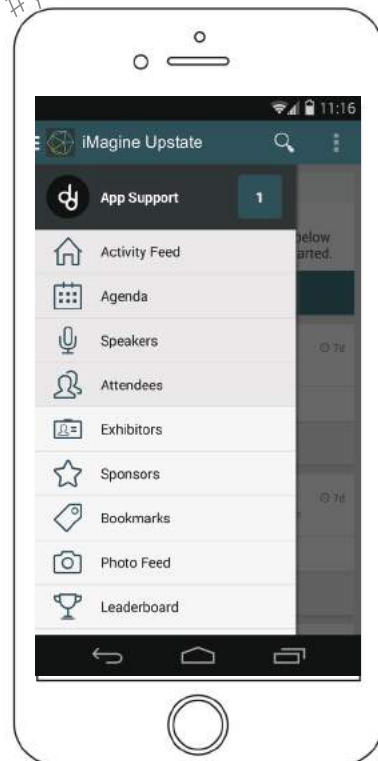
26% Open Rate

8% Click Rate



250 USERS

32,338 ACTIONS



#imaginelf #yeahthatgreenville #clemsont #scansource #imagineupstate