

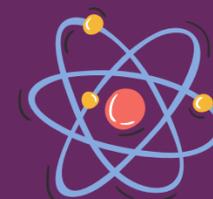


MAKERMASTI @ PACIFIC OUTLET MALL. JASOLA



EVENT EXECUTION REPORT

17 - 19 MAY 2024



THE GREAT INDIAN SCIENCE FEST



STORY OF THE GREAT INDIAN SCIENCE FESTIVAL

MAKERMASTI @ PACIFIC
OUTLET MALL. JASOLA

MAKERMASTI

KIDS FESTIVAL FOCUSED
ON SCIENCE



PREMIUM MALL

EVENT AGENCY SPECIALIZED
IN SCIENCE THEMED EVENTS

WEEKEND FUN FOR FAMILY

MAKERMASTI @ PACIFIC OUTLET MALL. JASOLA



ONE OF ITS KIND FAMILY EVENT

Goals of this Event

As per Client Brief



1. 300+ Students
2. 1000+ Footfall
3. Academy Activations
4. Premium out of the box experiences
5. Reach neighbouring catchment areas



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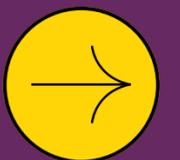
Table of Offerings

MakerMasti's program flow



LIST OF ACTIVITIES PLANNED AT THE MALL

- Science Pavilions
- Fun Experiments
- Takeaways Science Toys
- Hands on Science
- Science Projects
- Photobooth
- Certificate distribution



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Our Outreach Plan



Focused on the right TG

1. Social Media Marketing
2. Retail connects
3. Existing clients of ScienceUtsav
4. School network



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Social Media Marketing Creatives

The poster is a vertical rectangular graphic with a light yellow background. At the top left, it says 'PACIFIC OUTLET MALL JASOLA'. Below this is an illustration of a boy with glasses and a lab coat looking through a microscope. To the right of this is a red square containing a science experiment with a globe and a flask. Further right is a green square with a QR code and the text 'Scan to Register'. Below these three images is a large orange banner with the text 'SCIENCE OF WIZARDS 3.0' in white and yellow, and '17th - 19th May | 12PM Onwards' in white on a yellow background. Below the banner is a yellow box with a rocket illustration and the text 'Join us at Pacific Summer Camp for a learning experience packed with hands-on experiments, mind-bending discoveries, and endless fun.' To the right of this is a purple square with a wizard character. Below the yellow box is a yellow box titled 'ACTIVITIES' with a list of activities: 'Self Inflating Puppet', 'Oobleck', 'Spin Art', 'Thread Art', 'Cyanotype Photography', and 'Sand From Mars'. At the bottom, it says 'AT PACIFIC OUTLET MALL, JASOLA, OPP. APOLLO HOSPITAL, NEW DELHI'.

PACIFIC
OUTLET MALL JASOLA

Scan to Register

SCIENCE OF WIZARDS 3.0
17th - 19th May | 12PM Onwards

Join us at Pacific Summer Camp for a learning experience packed with hands-on experiments, mind-bending discoveries, and endless fun.

ACTIVITIES

- ➔ Self Inflating Puppet
- ➔ Oobleck
- ➔ Spin Art
- ➔ Thread Art
- ➔ Cyanotype Photography
- ➔ Sand From Mars

AT
PACIFIC OUTLET MALL, JASOLA,
OPP. APOLLO HOSPITAL, NEW DELHI

By using social media apps like Instagram, YouTube, and Facebook event was marketed to get essential leads for event.





Social Media Marketing Outcome

REGISTRATIONS	
TOTAL	



MAKERMASTI @ PACIFIC OUTLET MALL. JASOLA





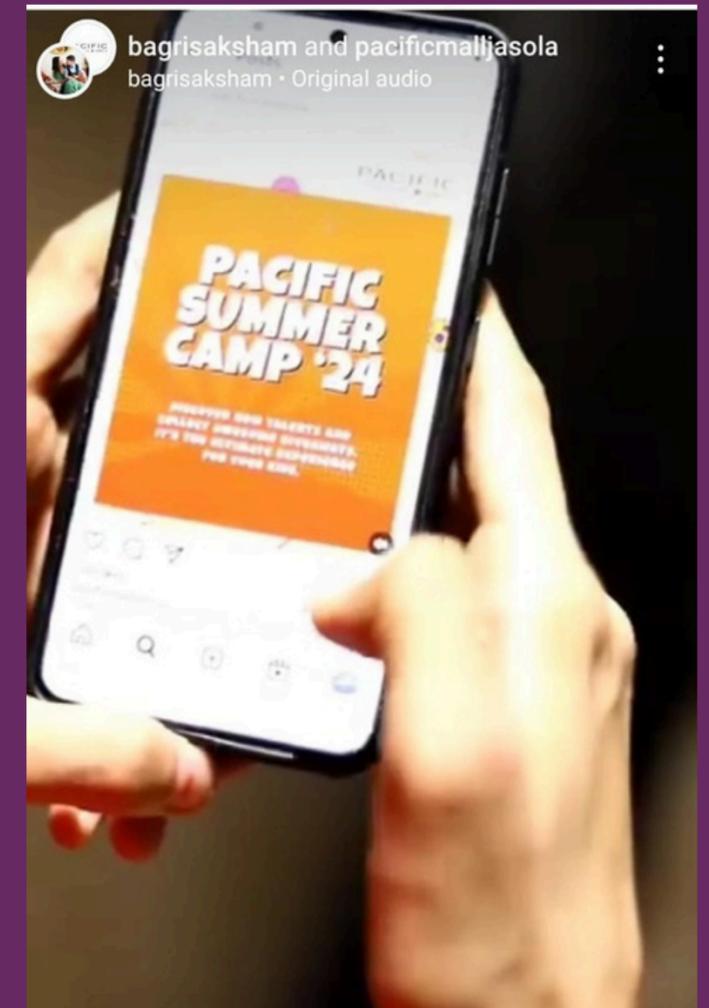
Social Media Marketing Highlight



Post 1



Post 2



Post 2



MAKERMASTI @ PACIFIC OUTLET MALL. JASOLA





42

61

Retail Marketing Outcome

REGISTRATIONS	
17 MAY 2024	120
18 MAY 2024	135
19 MAY 2024	128
TOTAL	383



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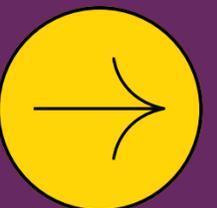


Academies Outreach Strategy

- Outreach through calls
- Discount tickets distribution
- Bulk WhatsApp messaging & emails



MAKERMASTI @ PACIFIC OUTLET MALL. JASOLA



LIST OF METHODS



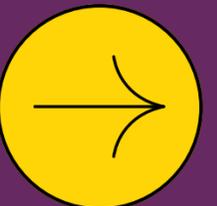
Academies Outreach Plan

Outreach through calls	School visits & meets	Bulk Whatsapp messaging & emails
Honouring/ Rewards	Free Tickets Distribution	School collaborations
Previous Partnered Schools Onboarding	School picnic at mall format	Brand Visibility for schools at the event
Logo Showcase In event	Banglore franchise partner Network	School Activations through Event at schools

list of methods



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School Collaborations Outreach Methods



MAKERMASTI @ LIDO MALL



School Outcome Outreach report

Name of the school	Students attended
Garden Public School	400
Good Samaritan School	500
Ab. Lincon Public School	100
Cambridge School Srinivaspuri	950
Thomas Kids International Play School And Day Care	200
Heera international school Sakthi nagar	66
Total No of students Participated	1195



MAKERMASTI @ PACIFIC OUTLET MALL. JASOLA



Total Registrations / Attendance

REGISTRATIONS	
17 MAY 2024	178
18 MAY 2024	448
19 MAY 2024	530
TOTAL	1156



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Creatives Used For Online & Offline Marketing

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OUTLET MALL JASOLA

Scan to Register

SCIENCE OF WIZARDS 3.0

17th - 19th May | 12PM Onwards

Join us at Pacific Summer Camp for a learning experience packed with hands-on experiments, mind-bending discoveries, and endless fun.

ACTIVITIES

- Self Inflating Puppet
- Oobleck
- Spin Art
- Thread Art
- Cyanotype Photography
- Sand From Mars

AT
PACIFIC OUTLET MALL, JASOLA,
OPP. APOLLO HOSPITAL, NEW DELHI

PACIFIC
OUTLET MALL JASOLA

**PACIFIC SUMMER CAMP '24
SCIENCE OF WIZARDS 3.0**

- TICKETS ONCE BOOKED CANNOT BE EXCHANGED OR REFUNDED
- AN INTERNET HANDLING FEE PER TICKET MAY BE LEVIED. PLEASE CHECK THE TOTAL AMOUNT BEFORE PAYMENT
- WE RECOMMEND THAT YOU ARRIVE AT LEAST 30 MINUTES PRIOR AT THE VENUE FOR A SEAMLESS ENTRY
- IT IS MANDATORY TO WEAR MASKS AT ALL TIMES AND FOLLOW SOCIAL DISTANCING NORMS
- PLEASE DO NOT PURCHASE TICKETS IF YOU FEEL SICK
- UNLAWFUL RESALE (OR ATTEMPTED UNLAWFUL RESALE) OF A TICKET WOULD LEAD TO SEIZURE OR CANCELLATION OF THAT TICKET WITHOUT REFUND OR OTHER COMPENSATION
- RIGHTS OF ADMISSION RESERVED
- THESE TERMS AND CONDITIONS ARE SUBJECT TO CHANGE FROM TIME TO TIME AT THE DISCRETION OF THE ORGANIZER
- ONE PARENT IS ALLOWED TO ACCOMPANY THE CHILD INSIDE THE SCIENCE EXPERIMENT ZONE

PACIFIC
OUTLET MALL JASOLA

**PACIFIC SUMMER CAMP '24
SCIENCE OF WIZARDS 3.0**

FREE ENTRY*

FREE ENTRY ALLOWED FOR ALL THE SCIENCE PAVILIONS AND WORKSHOP FROM 1.00 PM - 2.30 PM, 1 CHILD AND 1 PARENT ONLY.

* PARTICIPATION CERTIFICATE PROVIDED TO ALL PARTICIPANTS

* FREE TIME SLOTS 1:00, 2:00, 3:00 & 7:00 PM

VENUE: PACIFIC OUTLET MALL, JASOLA TIME: 1 PM ONWARDS

SCAN HERE TO BOOK YOUR TICKETS

MAKERMASTI @ PACIFIC OUTLET MALL. JASOLA



Fun at the Event

HIGHLIGHTS



MAKERMASTI @ PACIFIC OUTLET MALL. JASOLA

Fun at the Event

HIGHLIGHTS



MAKERMASTI @ PACIFIC OUTLET MALL. JASOLA

What people are saying about the Event



khush Goel

2 reviews

★★★★★ a year ago

Great experience at science fest pacific mall



surinder singh

3 reviews

★★★★★ a year ago

great experience at Pacific mall



RUCHIKA SACHDEVA

3 reviews

★★★★★ a year ago

Great experience at science fest Pacific Mall nsp



Ankit Oberai

2 reviews

★★★★★ 5 months ago

My son had a great experience at the science workshop at the mall.



MAKERMASTI @ PACIFIC OUTLET MALL. JASOLA



Social Media Links



Facebook



Instagram

Tap on the social media to open the links

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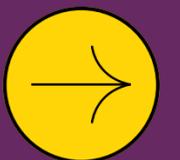




Take a glance at the entire event overview.

Here is the link to watch the video

[Click here](#)



MAKERMASTI @ PACIFIC OUTLET MALL. JASOLA



Contact Us

For questions or concerns

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EVENT REPORT END



Thank You

We **make Events**

Successful

We are **MakerMasti.**