

MAKERMASTI @ PACIFIC MALL DEHRADUN



# EVENT EXECUTION REPORT

Fun With Robotics Fest

**MAKER masti**  
ENTERTAINMENT & MORE

**LUU MALL**  
World of Happiness  
Lucknow

## LUU SCIENCE FEST

7th TO 15th JUNE | 12:00 PM TO 8:00 PM

JOIN US FOR A FUN ROBO EXPERIENCE FOR YOUR LITTLE ONES

### ACTIVITIES OFFERED

BUILD-A-CIRCUIT	SENSATIONAL SENSORS
BOT WITH BLOCKS	BLOCK ELECTRONICS
DIY TRANSFORMING ROBOTS	MECHATRONICS
AUTO SENSORS	LED GREETING CARD
PUZZLE BUZZ	SCIENCE GAMES
BREADBOARD CIRCUIT	

SCAN ME TO REGISTER

STORY OF THE GREAT INDIAN SCIENCE FESTIVAL

LULU MALL, LUCKNOW

MAKERMASTI

KIDS FESTIVAL FOCUSED ON SCIENCE

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PREMIUM MALL NEEDS UNIQUE ENGAGEMENT ACTIVITY

EVENT AGENCY SPECIALISED IN SCIENCE THEMED EVENTS

TWO WEEKEND FUN PERFECT FOR FAMILIES



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# Event Plan

Weekend = Kids coming with parents  
Weekday = Schools at the mall

## Weekend + Weekday Plan

## 7th - 15th June



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# Goals of this Event

As per Client Brief

1. 600+ Students
2. 1000+ Footfall
3. School connects
4. Academy Activations
5. Premium out of the box experiences
6. Reach neighbouring catchment areas



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# Table of Offerings

MakerMasti's program flow

## LIST OF ACTIVITIES PLANNED AT THE MALL

1. 4+ Science Experience zones
2. 10+ Fun Experiments
3. Takeaways Science Toys
4. Science Workshops
5. Hands on Science
6. Story Telling
7. Fun Games
8. Dancing robot
9. Fun Puzzles
10. Lively Host



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# Setup

Look and feel



# Glimpse of activities

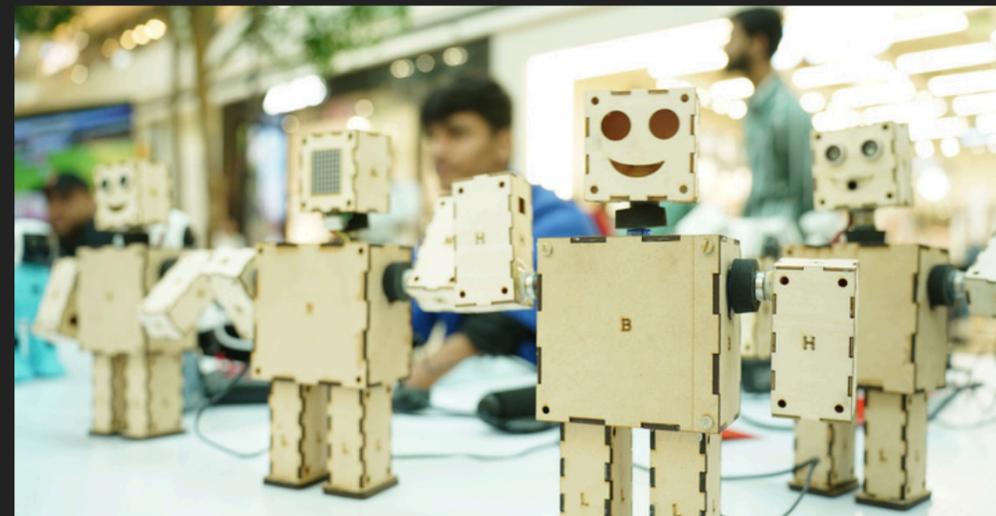
HIGHLIGHTS

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# Glimpse of Fun Games

HIGHLIGHTS





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# Our Outreach Plan

Focused on the right TG

1. Social Media Marketing
2. Schools Collaborations
3. Academies Partnership



# School Marketing

Outreach Plan

## LIST OF METHODS

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	Dehradun franchise partner Network	School Activations through Event at schools

# School Collaboration

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- List of TG schools for Brand Activation
- Send the details of the event as an email to the schools
- Sales team meets the principal physically at the school to offer a free science show at the school
- Handover an invite and poster to the school management
- Follow up with schools to finalize the dates for the science shows
- Science show hosts travel with the science show materials
- The science show hosts conduct a science show at the school
- During the science show the participants are told about the event and invited to the Store - Use specific coupon codes for each school
- Track the registrations through coupon codes to know the channel of registration
- Whatsapp messages are sent to the students on the day before the event at the mall
- Visibility opportunity through School logo placement on standees displayed in the store

# Glimpse of School Shows

HIGHLIGHTS



# Total Tickets Given

Number of tickets distributed before the event

School Names
St. Francis School
Brigedo Morella Convent School
Mercury Convent School
Radiant Public school & Many more
<b>Total Tickets Given - 4200</b>

1.

SOCIAL MEDIA

# Social Media Marketing

Performance Report

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





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# Instagram Highlights

List of creators with links and with No.of likes



70K Views



107K Views



104K Views

# Total Attendance

Number of students in the event

DATE	NUMBERS
Total Registrations	3761
Total Online Checkins	2945
Total Offline Walkins	295
<b>TOTAL Footfalls</b>	<b>3240</b>

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# Contact Us

For questions or concerns

## Phone Number

9216367620

## Email Address

event.consultant6@scienceutsav.com

## Website

<https://makermasti.com>

# Social Media Links



[Facebook](#)



[Instagram](#)

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# Thank You

We make Events  
Successful  
We are MakerMasti.