

MAKERMASTI @ PACIFIC MALL DEHRADUN



# EVENT EXECUTION REPORT

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Fun With Robotics Fest

SCIENCE QTSAV®  
Science is awesome

PACIFIC  
**FUN WITH  
ROBOTICS**

PACIFIC  
THE SPIRIT OF  
DEHRADUN

6<sup>TH</sup> TO 8<sup>TH</sup> DEC  
12:00 PM TO 8:00 PM

JOIN US FOR A FUN ROBO EXPERIENCE  
FOR YOUR LITTLE ONES

ACTIVITIES

- BREADBOARD CIRCUITS
- BLOCK ELECTRONICS
- SENSATIONAL SENSORS
- MECHATRONICS

#YAHANFEELBETTERHAI

STORY OF THE GREAT INDIAN SCIENCE FESTIVAL

BHARTIYA MALL OF BENGALURU

MAKERMASTI

KIDS FESTIVAL FOCUSED ON SCIENCE

02



PREMIUM MALL NEEDS FOOTFALL FROM NEIGHBOURING CATCHMENT AREAS

EVENT AGENCY SPECIALISED IN SCIENCE THEMED EVENTS

THREE WEEKEND FUN FOR FAMILY



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# Goals of this Event

As per Client Brief

1. 500+ Students
2. 1000+ Footfall
3. School connects
4. Academy Activations
5. Premium out of the box experiences
6. Reach neighbouring catchment areas

LIST OF ACTIVITIES PLANNED AT THE MALL

1. Science Pavilions
2. Fun Experiments
3. Takeaways Science Toys
4. Science Workshops
5. Hands on Science
6. Science Story Telling
7. Science Games
8. Space Science
9. Street Science
10. Science Puzzle
11. Science Performer
12. Science Projects
13. Technology Zone
14. Photobooth
15. Science Shows



# Table of Offerings

MakerMasti's program flow



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# Our Outreach Plan

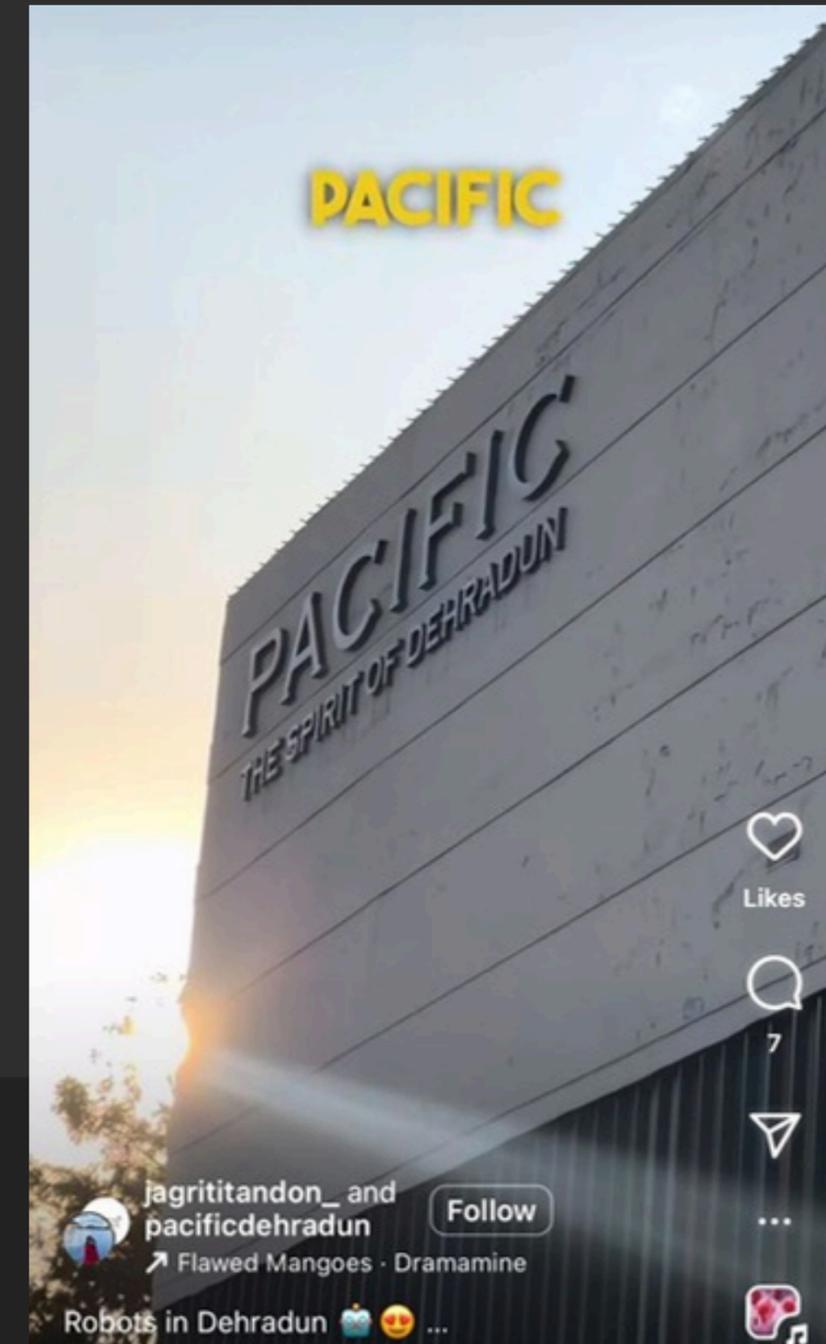
Focused on the right TG

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

# Social Media Marketing

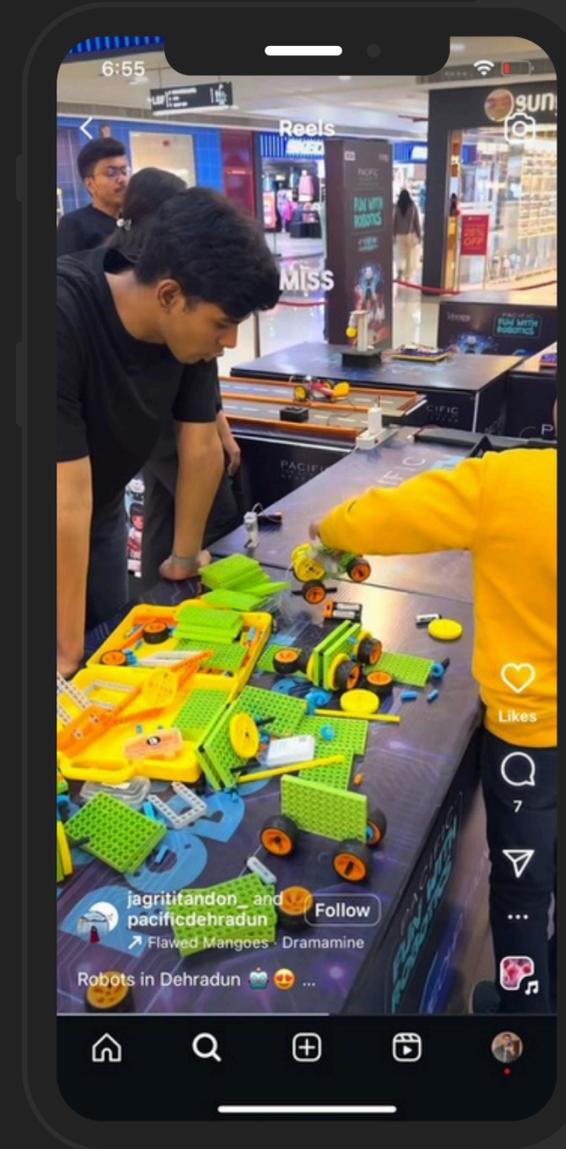
## Performance Report

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





# Instagram Highlights



List of creators with links and with No.of likes

## Creators & links

yaar\_aastha (7.9k+ followers)

Link - [Pre Event Hype](#)

kushiiverma12(3k+ followers)

Link - [Event Promotion](#)

jagrititandon\_(5.9k + followers)

Link - [Event Promotion](#)



# School Collaborations

Outreach Methods



# 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

LIST OF SCHOOLS



# School Outcome

Outreach Report



## St. Thomas' College

Build Ye High, Build Ye True

107 yrs

OF QUALITY  
EDUCATION



तत् त्वं पूषन् अपावृणु  
केन्द्रीय विद्यालय संगठन



# Total Attendance

Number of students in the event

DATE	NUMBERS
6th December	85
7th December	166
8th December	237
TOTAL	488

# What are people saying about the Event

FEEDBACK

**Souhrik Talukder**

Parent

Amazing workshop and very talented guys love it

**Vikram Rana**

Parent

Wonderful experience for my kid

**Tanuj Bhatia**

Parent

Excellent

**Amit Mittal**

Parent

it was nice experience

**Udham Singh**

Parent

Very good startup for kids as they learned about robotic they had fun

**Urvashi raj**

Parent

Everyone was very nice and they explained everything to kids in a proper way.

**Avinash Khandelwal**

Parent

It was an amazing learning experience, for kids as well as grown ups

**Ruchika Agarwal**

Parent

Amazing experience

# Pictues of activities

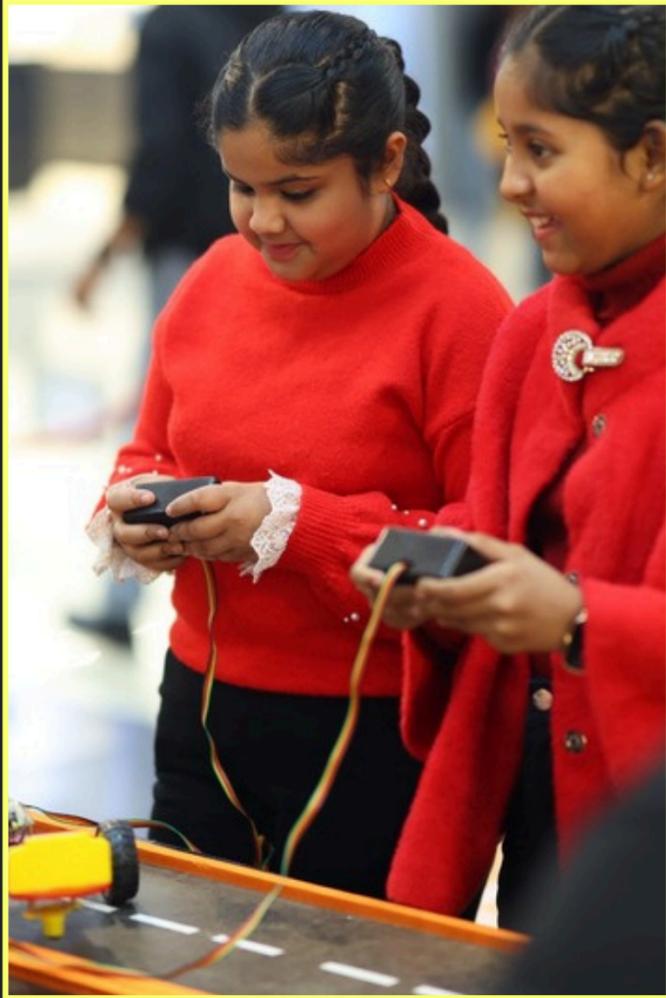
## HIGHLIGHTS



# Pictues of activities

HIGHLIGHTS

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# Contact Us

For questions or concerns

## Phone Number

+91-9606385256

## Email Address

info@scienceutsav.com

## Website

<https://makermasti.com>

# Social Media Links



Facebook



Instagram

# Thank You

We make Events  
Successful  
We are MakerMasti.