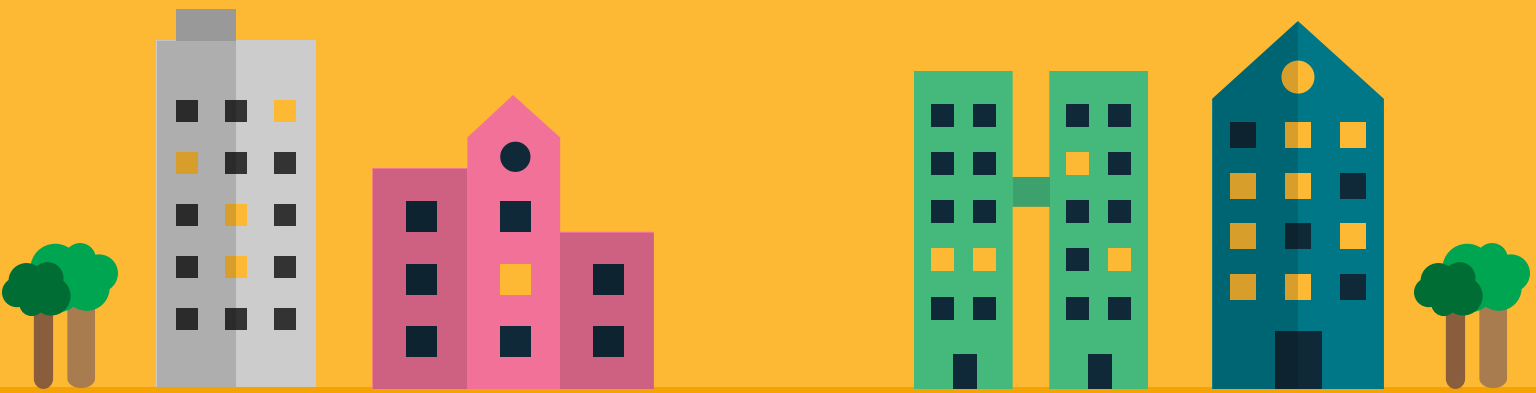




THE UNIVERSITY OF
**WESTERN
AUSTRALIA**

UWA OPEN DAY 2015

**Estimated # of
visitors: 20,000**



99%



74%

**of Visitors say they were very
satisfied & satisfied with the
event**

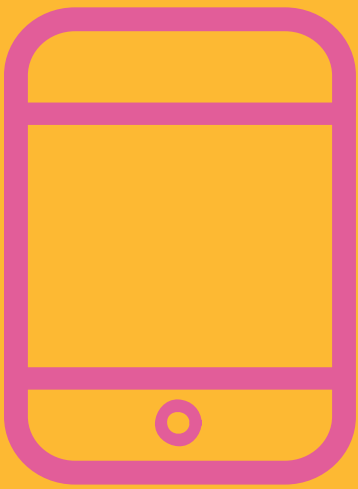
**participated in an activity
(e.g. food trucks, listened to
musical performance,
museum/gallery**



WEB VISITS: 40,913

**REGISTERED VIA
WEBSITE: 4,945**

**PERSONALIZING
PROGRAMS: 18,662**



**SOCIAL MEDIA
LOGINS: 2,300**

**SOCIAL MEDIA
ENGAGEMENT: 1,670**

**ESTIMATED # OF PEOPLE WHO TOOK THE
BUS: 8,200**



TOP 3 AREAS VISITORS WERE HAPPY WITH:

**THE OVERALL ATMOSPHERE
THE AVAILABILITY OF COURSE INFORMATION
ADVICE FROM STAFF MEMBERS**

