

## Event Report

Our company, GadgetManElectronics hosted a bingo event on April 19, 2023. We had a decent number of people interested in our bingo game and successfully advertised our company through the bingo game. Although we successfully advertised the company in the game, we failed to advertise our company to the mass public.

The cost we used to set up this event was \$0 and none of the budget was used. Our company is proud to have used a cost effective method dealing with the promotion of our company during the event.

A problem we ran into was securing the table at the beginning of lunch as we did not expect a crowd at the centre lounge. The next time we host this event or another one, we find a better location.

Overall, our event was successful having no experience in the past. After trying out our Bingo Event on April 19, 2023, we have a few things to improve on if we do this event in the future. What we would do better next time could be:

- Creating a sign
  - Create a sign to attract people and make sure people will be curious to know what is happening when they pass by. This can also advertise our company name.
- Letting customers play for free
  - We should not charge people to play for the event as it is not to make money and to promote our company. Most people do not have the money or do not want to pay to play the game.
- Secret prizes
  - We cannot tell our customers or our players what the prize will be. Keep the prize a secret and surprise when they win to keep the crowd from losing interest.
- Advertising company website
  - Add our company website link/qrcode to the bingo card to promote our company and products to the players while they play our game. This

would be a good opportunity to advertise as we would have a lot of people group together to play the game.

- Finding a good location
  - Our location is not at a good spot as we are too close to the other group and do not have the attractiveness as the other group's event. We need to find a spot where customers can easily access the game and event.

In conclusion, we have more to work on for the next time we do an event. Our event was decent to us, but we lacked the flashy looks at the event and advertisement.