

Kids Hero Con 2019

POSTEVENT REPORT

Summary

Metro Parent's second Hero Con (first one Comic Con 2018) took place at Orchard Mall in West Bloomfield on Jan. 26, 2019.

The event drew rave reviews from both sponsors and attendees.



Attendance

557 total preregistered children; **606 after walk-ins**

538 total children attended, which is an attendance rate of 80%

With under-2 children and parents, a total of **1,800 attendees**

Pre-event promotion

- Website event page
- Print ads in Metro Parent and BLAC
- Social media: Facebook, Twitter, Instagram
- Distributed flyers to mall stores and across metro Detroit
- Four poster signs in mall
- Emails to engaged parents and past event attendees
- Content on website and sent to subscribers
- Event materials pushed out by vendors on their social media.



100,000+ dedicated emails

Dec. 15: Publisher Spotlight
 Jan. 7: Invite to event list
 Jan. 12: Publisher Spotlight
 Jan. 16: Invite to event list
 Jan. 22: Sponsored Spotlight
 Jan. 24: Last-chance invite

Ads in 4 regular editorial emails in December and January

** Jan. 24 email had 36% open rate!*

Integrated content emails

In addition to regular invitation emails, we sent out two "integrated content" emails that incorporated fun and informative content created by our award-winning Metro Parent staff.

This showed Hero Con was more than a "fun" event – it was a chance to teach kids they have their own superpowers!

** Metro Parent subscriber emails resulted in 1,109 clicks to event registration page.*

Marketing campaign

Marketing outside Metro Parent extended the audience: More than 98,000 impressions brought 1,800+ clicks to the event registration page.

Web ads on MetroParent.com

Ads ran throughout December and January.

45,105 impressions
 96 clicks to registration
 .21% CTR

MetroParent.com Exit Pop

"Exit Pop" on MetroParent.com resulted in the best overall conversion rate for registrations.

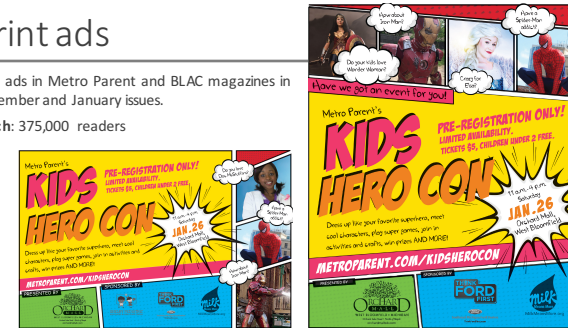
88,242 impressions
663 clicks to event registration page
65 tickets sold off those clicks



Print ads

Print ads in Metro Parent and BLAC magazines in December and January issues.

Reach: 375,000 readers



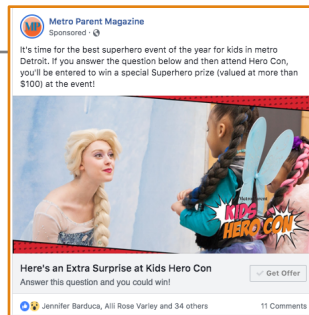
Social media

79 dedicated posts

- Facebook, Twitter, Instagram and Pinterest
- Overall reach: 50,000+
- Average reach of 634/post
- Average engagement of 20/post

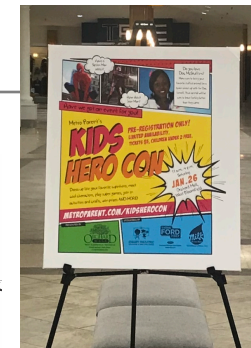
Facebook Lead Ad

- 177 clickthroughs to event registration page
- 148 active engagements (emails attained)
- 11 comments
- 10 people bought tickets to the event



Pre-event promotion

Flyers distributed throughout mall and at comic stores and libraries around metro Detroit. Four posters placed around mall before event.



TV spots

Fox 2: <http://www.fox2detroit.com/good-day/weekend/kids-hero-con-comes-to-orchard-mall>

WDIV: https://youtu.be/WXH7rD31R_Y



Kids Hero-Con Comes to Orchard Mall

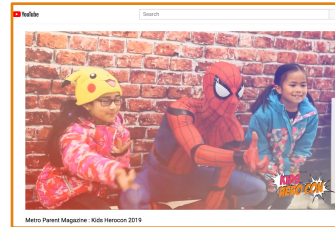
Kids Hero-Con

Filed: 2/1/20 10:53:01 AM
View: 100 | 100%

The Metro Parent Kids Hero-Con presented by Kids Hero-Con, is back today for an even bigger and better year of fun. Not for children only, as adult Metro Parent Con, are welcome to dress up in their favorite superhero costumes and share the fun on stage with the heroes. Super Hero, Super Queen and many more at Orchard Mall in Westland. In addition to superheroes and favorite movies and cartoon characters, there'll be fun activities, games and more.

Even hours of Metro Parent, topped by the final **Hero** of the Super Saturday with a very special gift to preview the event: **Gift 1: Super Hero**

Event coverage: Photos and video



Photos



Event coverage: Social media

Metro Parent Magazine
Published by CoSchedule App 11h · January 26

Alright, this is it. Last chance to get your tickets for Kids Hero Con! Ticket sales end at 11 a.m. today! 🚀🚀🚀

MetroParent.com
Metro Parent Kids Hero Con - Detroit and Ann Arbor Metro Parent

@kiddherocon
1.4k

Attendee takeaways

Postevent email

Sent to all attendees and those who registered but didn't attend

49 feedback responses to survey
33.8% open rate
22.3% CTR

Sponsor feedback

Shelby Pediatrics sponsored the Doc McFluffins area of the event. Here was their feedback.

- How satisfied were you with the event overall?
Very satisfied. Everyone was helpful and happy which helped make the day successful.
- How did you rate overall traffic at your booth?
It was so much busier than I expected. Lots of kids!
- How would you rate the helpfulness of the Metro Parent team?
Very helpful...no concerns or issues.
- Did you feel that you were given enough information before and on event day? *Yes*
- Do you feel the event lived up to its expectations? *Absolutely*
- Would you return next year? Why? or Why not?
Yes I would. A nice opportunity to get our name out there and have some fun with the kids.;

Attendee feedback

"It was an amazing event. My niece and I had so much fun and we're very pleased with how everything turned out. Will definitely be coming back next year."

| Question | 1 | 2 | 3 | 4 | 5 |
|---|------|------|------|-------|-------|
| How satisfied were you with the event overall? | 0.0% | 0.0% | 2.0% | 11.0% | 87.0% |
| How satisfied were you with the check-in process? | 0.0% | 0.0% | 0.0% | 2.0% | 98.0% |

