

Maroon Life fashion magazine launch party

Texas A&M Student Media
Thursday, October 26-The Corner Bar and Grill
College Station, Texas



Audience Engagement Event-Maroon Life fashion magazine launch party

The Maroon Life Fashion magazine party was hosted with the intent to bring new eyes to our first ever fashion Maroon Life magazine, while giving our clients an opportunity to connect with the staff and students in person through tabling and conversation. In addition, this was a way to celebrate the inclusion of a brand-new Maroon Life edition to accompany the five others. We had an amazing turnout with everyone showing up in some incredible costumes and leaving with a fun experience. The event allowed The Battalion staff to engage with students in an enjoyable environment and left the students with a closer bond to the organization that they are already familiar with. In addition to the engagement with the students, it was also a great opportunity for the staff of The Battalion to get familiar with each other outside of the office, boosting morale and connections. Finally, we partnered with Francesca's clothing apparel for the event and had a pop-up fashion table, in addition to several other vendors that attended the event. The event took a couple months of planning that included venue, tabling, working with advertisers, working with local bars and event planning as a whole.



Social Media posts prior to launch party

Facebook post-<https://www.facebook.com/photo.php?fbid=703103761859555&set=pb.100064798117996.-2207520000&type=3>

Instagram post #1-https://www.instagram.com/p/CzEOPW8OJff/?img_index=1

Twitter post #1-<https://twitter.com/TheBattOnline/status/1716854426357445091>

Twitter post #2-<https://twitter.com/TheBattOnline/status/1716485528659361852>



