



VP Communications Council Report
March 25th 2014
Max Drabkin

I. Hip Hop Week/Rakim Concert

Concert went great, sold 417 tickets and overall we made a profit! Except for one incident the whole night went really smoothly. HHW really stepped up to the plate when it came down to the wire and saw everything through til the end.

II. Nuit Blanche

Coming up this Friday. Doing work in conjunction with the VP Social and Arts Attack since they're both on the same night.

III. Photography/Video for Events

Photos will be up some soon from Grad Ball. Some video was taken of the Rakim concert, might edit a short movie.

IV. Franco-BDA

Franco-fetes BDA is this Thursday. Poutine will be sold by Frits de Lors at a discount.

V. Other

AUS App 1 month report:

Important Metrics

Total Downloads: 515
Total Interactions: ~2,515
Total Coupons Redeemed: 280

(*Interactions = Sum of likes + dislikes + saves + deletes)

Looking Ahead.

- We believe that the majority of students who know and care about the AUS have already downloaded the app. Now it is important to bring the app to students who may not be aware of why the AUS is important to their lives.

- The integration of the "Free Market" will hopefully increase the app's utility to students.