DIGI EDU HACK 2023

13 SEPTEMBER 2023

# COACHING CALL #5:
# Recruiting Participants & Visual branding

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DigiEduHack is an initiative under the Digital Education Action Plan (2021-2027) of the European Commission

# AGENDA

**01 - PROMOTION / COMMS BEST PRACTICES**
**02 - MARKETING KIT**
**03 - ADDITIONAL GUIDELINES**
**04 - OTHER RECRUITEMENT ACTIVITIES**

# 01 PROMOTION / COMMUNICATIONS BEST PRACTICES

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### CLEARLY DEFINE YOUR VALUE PROPOSITION

Clearly articulate what participants will gain from the event. This could be learning opportunities, networking, prizes, the chance to make a positive impact on digital education, etc.

### LEVERAGE SOCIAL MEDIA

Use platforms like LinkedIn, Twitter, Facebook, and Instagram to spread the word. Tailor your messaging to suit the platform and its audience. Consider using paid promotion to increase reach.

### TARGETED OUTREACH

Directly contact institutions, organisations, and groups that would be interested in digital education. This could include universities, schools, edtech startups, teacher associations, student groups, and more.

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# 01 PROMOTION / COMMUNICATIONS BEST PRACTICES

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## EMAIL MARKETING

Utilise a mailing list to send out personalised invitations and updates about the event. Make sure to follow best practices for email marketing, including catchy subject lines and concise compelling copy. See our marketing kit for ideas.

## PARTNERSHIPS AND SPONSORSHIPS

Partnering with other organisations can provide additional resources And help increase the visibility of your event. Sponsors can offer financial support, prizes, or help with promotion. See our Coaching call about recruiting sponsors on www.digieduhack.com

## ENGAGING CONTENT

Create engaging content to promote your event, and share it on your social med ia platforms, organisation blog or website, and newsletter as applicable.

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# 01 PROMOTION / COMMUNICATIONS BEST PRACTICES

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## VIRTUAL INFORMATION SESSIONS

Host a webinar or a live Q&A session
to provide more information about the
hackathon; answer potential participants'
questions, and build excitement for the event.
Our next webinar will be about planning and
hosting effective webinars!

## CLEAR AND REGULAR COMMUNICATION

Keep potential participants
updated about the event details,
any changes, and reminders as the hackathon
date approaches.

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# 02 MARKETING KIT

EACH HOST HAS ACCESS TO THE MARKETING KIT CONTAINING:

- Approved visuals
- Sample copy
- Hashtags
- Accounts to follow and tag
- Basic guidelines
- A sample and template social media calendar to help you plan your campaigns

The kit is available on digieduhack.com in the host resources and will be published in the resources forum on Discord.

# 03 ADDITIONAL GUIDELINES
DigiEduHack 2023

**To take into consideration when communicating about DigiEduHack 2023:**

Annual theme: Putting people at the centre of digital education

2023 Tagline: Where innovation meets education

Sample communication lines:

*"DigiEduHack is back! The improved and expanded 4th edition is here!"* (and then discuss your local challenge)

*"DigiEduHack is back! The highly-anticipated hackathon on digital education is back with an improved and expanded 4th edition!"* (and then discuss your local challenge)

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# 04 OTHER RECRUITEMENT ACTIVITIES

### "STREET" COMMS

Create a nice flyer or poster with a QR code to your event page.

Scout and select places where you can leave your posters and flyers and your audience of interest would have access to them.

Distribute your flyers in a busy street/campus/neighbourhood.

### DOOR KNOCKING

Do not underestimate the effectiveness door knocking.

Go meet the people that can bring you participants where they are at.

### PARTAKING IN EVENTS

Could attend events in the coming months that are related to education, digital world or that would be of interest to your preferred audience?
Think about festivals, fairs, conferences, hackathons, etc.

Go and attend these events. Network there. Have your QR code, or flyer or event page ready at hand.

YOUR QUESTIONS

contact@digieduhack.com