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COACHING CALL #6: Challenge Webinars



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



AGENDA



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01 WHAT IS A CHALLENGE WEBINAR?



WHAT IS ITS PURPOSE?

A challenge webinar is an **informational event** designed to educate about your hackathon **challenge** and its **practicalities**, and can offer powerful promotional material for your event.

It is typically held online about 3-6 weeks before registration for the event closes, and it aims primarily to drive participant registrations.

02 WHY HAVE A WEBINAR?



WHAT IS THE BENEFIT TO HOSTING A WEBINAR?

Your webinar is a chance for you to create **interest** in your event as well as answer **questions** about it. You will create confidence in participants that they can succeed in the hackathon, and generate more intrigue about the challenge topic.

So you can build **anticipation**, clearly indicate what the hackathon is and who it's for; gather interested **contacts** to follow up with; generate **content** for social media and recruitment; and involve your **partners** for visibility and buy-in!

02 WHY HAVE A WEBINAR?



WHY NOT HOSTING IT ONSITE INSTEAD?

If you are hosting an **onsite hackathon**, you might as well think about hosting your "webinar" as an **onsite or blended event**. In that case, you may want to rebrand it "Kick Off" session or something more suitable to the format and catchy.

In doing this, you create yet another **local community outreach possibility** to recruit participants and be seen and heard.

Think about organising it as an **afterwork**. People can then get **double the benefits** from joining: be informed about your hackathon and mingle afterwards with like-minded. Maybe provide **some light catering** e.g. coffee, beer, snacks. It is always a sales point for an onsite happening!



03 TARGET AUDIENCE



WHO DO YOU WANT TO ATTRACT TO YOUR WEBINAR?

Imagine your **ideal webinar participant** and create your guestlist, agenda, and marketing / call-to-action to target them.

Consider not just your hackers but also potential mentors, jury, and even more sponsors and partners!

Bearing in mind the **purpose** of your webinar, who do you need to attend it to make it a success?

04 GUESTS SPEAKERS



WHO SHOULD YOU INVITE TO SPEAK AT THE WEBINAR?

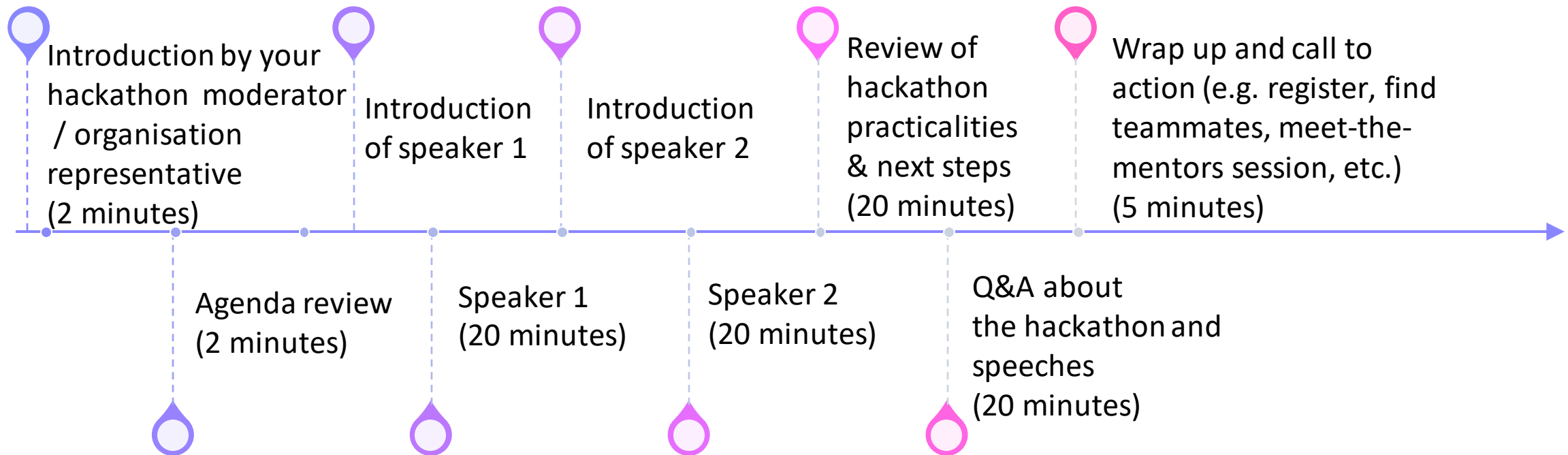
The following profiles, to name a few, could be a suitable fit to present at your webinar:

- Subject Matter Experts
- Mentors
- Judges
- Partner organisations
- Influencers in the challenge space
- Past hackathon winners
- *...Get creative!*

05 SAMPLE AGENDA



FOR A ROUGHLY 90-MINUTE WEBINAR



06 PRACTICALITIES



WHEN TO HOST THE WEBINAR

In order to maximise the effectiveness of your webinar as a recruitment tool, we recommend that you host the webinar about **6-3 weeks** before registration for your event closes.

FORMAT

Consider an onsite, hybrid or fully online format

WHAT PLATFORM TO USE

- Accommodates a lot of participants
- Possibility to record - send the recordings to registrants (in Discord, newsletter, event page etc.)
- Optional: registration/attendance tracking to e.g. report to partners / to follow up with participants

07 TIPS



- Don't make the session too long; consider multiple webinars if your speakers need more time to present key information for your challenge
- Use visually engaging slides
- Utilise the DigiEduHack visual identity - see marketing kit and guidelines from coaching call #5 (recruiting participants) and your sponsor recruitment deck for ideas
- Share the agenda and speaker photos/bios in marketing materials.
- Share slides and video afterwards – that gives you another reason to contact potential participants! Also keep your partners in the loop with this valuable content

08 MARKETING YOUR WEBINAR



HOW TO GENERATE INTEREST

- Leverage your social media channels, newsletter, webpages, flyers, etc.
- Create a Facebook or LinkedIn event for people to register and share
- Use biographies and images of speakers to attract viewers
- Ask partners to spread the word



YOUR QUESTIONS

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