



06-13 NOV 2023 IN EUROPE AND BEYOND

# THE COMPLETE HOST GUIDE

A step-by-step guide to a  
successful event



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



# HOW TO USE THIS GUIDE?



Use both the chapter header and the section header to go through the pages.

## 7.1 CREATE A WEBSITE FOR YOUR EVENT 07 - RECRUIT PARTICIPANTS



Use the hamburger menu to go back to the Table of Contents.

The dark purple blocks are links that will open a new window in your browser.

### MAIN HASHTAG

#DigiEduHack upper-case D, E, H  
This should be used on all SoMe posts!

### SECONDARY HASHTAGS

#WeRedefineLearning upper-case W, R, L  
#EUDigitalEducation upper-case E, U, D, E  
These should be as much as possible on social media posts.

### CHALLENGE HASHTAGS

Craft your own challenge hashtags. You can also reuse the hashtags displayed on the [challenge account](#).

### FOLLOW US

[twitter.com/DigiEduHack](https://twitter.com/DigiEduHack)  
[facebook.com/DigiEduHack/](https://facebook.com/DigiEduHack/)  
[linkedin.com/company/digital-educationhack](https://linkedin.com/company/digital-educationhack)  
[instagram.com/digieduhack](https://instagram.com/digieduhack)



### DO NOT CREATE NEW SOCIAL MEDIA CHANNELS!

Use your existing SoMe channels; you will be much more efficient! Growing followers takes a lot of time. AS A REMINDER, DO NOT CREATE A TWITTER ACCOUNT USING THE NAME DIGIEDUHACK!

### ENGAGE WITH US!

Use the @DigiEduHack handle to interact with the central team and engage in a dialogue

### SHARE THE BACKSTAGE

Use custom hashtags to launch small/time-limited sharing happenings during your event on one specific thematic: ask your participants to share their evening meal, their work in progress, their secret weapon, ... Be inclusive, respect the safe space rules.

### SHARE INSIGHTS AND STORIES

Share small/edited videos from your keynote speakers, motivational quotes, encouragements, participants feedback. You could even have a meme factory!

### SHARE HIGHLIGHTS AND SUCCESSES

Ask your participants to send you self-filmed, unedited feedback videos, happy moments, team moments and spread them!

### BE ALIVE!

Social media offer you an incredible platform to address audiences that you would otherwise never connect with. Use the opportunity to go live during the whole length of your event, and hold the stage with short interviews, special guests, surprises, 1-to-1 messages from mentors, ... The sky is the limit!



Check our extra tips to enhance your event further!

Reading this guide from a phone or a tablet? **Switch to horizontal mode!**



# 0 FOREWORD

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**LET'S DO THIS TOGETHER ON 6-13 NOV 2023!**

Welcome to DigiEduHack 2023! Thanks for registering as a host. We look forward to collaborating with you to advance this year's theme of "People at the Centre of Digital Education."

We would like to quickly call your attention to two important rules:

- "One host, one challenge" -- if your organisation would like to manage multiple events, we are delighted, but we emphasise that each event must have its own registered host.
- Hosts can choose the length of their hackathon: either 24 hours or 2 x12 hours, in order to accommodate all participants.

This guide will walk you through the whole process, from building your challenge, to recruiting participants, to running the event day. Please see also the [blueprint](#), FAQ, and other materials at <https://digieduhack.com/participate/host> and join our host support Discord server at <https://discord.gg/kvt6aCPpuV>



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# 02 BUILD THE FOUNDATIONS



**2.1** Bring the core crew together

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**2.3** Plan ahead: timeline + checklist

**2.4** Get your event-day crew on board

**2.5** Intellectual property guidelines



# 2.1 BRING THE CREW TOGETHER

## 02 - BUILD THE FOUNDATIONS

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Organising an online or offline hackathon is a fun but demanding task that comes in addition to your everyday missions: don't overestimate yourself -- have a team with you! With a basic 3-role configuration, you will be able to move forward much faster and further.

Below is our suggestion for an efficient, operational core crew configuration, complete with basic task division. Feel free to adapt and challenge this suggestion, depending on your available resources and local specificities!

### PROJECT MANAGER

In charge of all the operational parts of the project, the deadlines, the processes, the resource organisation, ...  
The project manager has a leading role in organising a DigiEduHack event and coordinating all the stakeholders taking part in the project.

On the event day, the project manager is "all hands on deck" to get ready to solve any issue and make sure that all things go smoothly!

### COMMUNICATION MANAGER

In charge of all the communication and promotion of the event, and more particularly in charge of the local recruitment of the participants. The communication manager makes sure that the event is "alive" on social media and engages with both participants and potential recruits.

On the event day, the communication manager makes sure all the communication channels are activated, coordinated, and in use!

### CONSULTANT / MENTOR

The consultant / mentor is not involved in the project day-to-day but takes part in the main steering and strategic decisions. This role is typically devoted to an enthusiastic senior member of your institution, with a consequent network, important mobilising capacity, some charisma and a natural aptitude to stay calm! The consultant / mentor facilitates the recruitment and the engagement of the participants by contributing to give the event a visible legitimacy.

# 2.2 CRAFT YOUR CHALLENGE

## 02 - BUILD THE FOUNDATIONS



In order to increase the mobilisation and the engagement of the participants, hosts offer one single challenge to their participants. The category of the challenge can be chosen among the 9 propositions featured on [digieduhack.com/about](https://digieduhack.com/about)

Whatever your experience in hackathons, **crafting your challenge is a fundamental step: the challenge will determine who will want to be involved in your event!** Below you will find an overview of all the resources we provide to assist you in that phase.

### YOU NEVER TOOK PART IN A HACKATHON AND NEVER HOSTED ONE

Hackathons are new for you and your team? We got you covered!

- attend the **coaching calls** to learn the ropes! These are also available to watch on [digieduhack.com](https://digieduhack.com) after airing.
- use the **challenge building canvas** to start crafting your challenge
- review the **challenge examples** for inspiration
- formulate your challenge, discuss it, question it, polish it
- consider getting input from your peers on the hosts' **Discord server**
- ready to post your challenge to the DigiEduHack community? It's time to create your event page. Learn how to do it [here](#)

### YOU TOOK PART IN A HACKATHON BUT NEVER HOSTED ONE

You are familiar with the mechanisms of a hackathon and you know how it works. This is great! But hosting a hackathon is a totally different game, especially when it comes to crafting your challenge! We recommend that you and your team check our **challenge building canvas**. Once you're ready, [add your challenge on your event page.](#)

### YOU ALREADY TOOK PART IN A HACKATHON AND ALREADY HOSTED ONE

You're a hackathon expert, both as a participant and as a host. Challenge crafting is no secret to you.

When you're ready, [add your challenge on your event page](#) and start recruiting participants!



### THE CORNERSTONE

A large part of the success of your event depends on your challenge! One simple tip: once you have a draft formulation, circulate your challenge among experts, colleagues, even students -- and get their feedback. This will help you in crafting the best challenge possible.



# 2.3 PLAN AHEAD: TIMELINE + SCHEDULE

## 02 - BUILD THE FOUNDATIONS



Given the high-paced rhythm of a hackathon, you have to be well prepared to avoid being overwhelmed by the amount of info, data, questions and interaction.

Below is our (broad) planning suggestion. Feel free to make it yours! If you're a bit lost, we are here: [contact@digieduhack.com](mailto:contact@digieduhack.com) and [Discord](#)

### STRATEGIC PLANNING: CONTENT, RESOURCES, COMMUNICATION 4-3 MONTHS IN ADVANCE

- Create a draft concept for the innovation gap and strategic need and focus area
- Secure buy-in/budget as necessary: see our [sponsor recruitment best practises](#) and [sponsor recruitment slide deck](#)
- Secure the event date and craft the tentative timing plan
- Gather information and insights about current challenges/priorities in the general focus area
- Stakeholder engagement – challenge owners, subject matter experts (mentors), judges etc.
- Identify the [tools](#) to use
- Identify possible incentives/prizes to offer to winning participant team(s)

### RESOURCES/CONTENT IDENTIFICATION START OF COMMUNICATION 3-2 MONTHS IN ADVANCE

- Select your final challenge
- Use the hackathon [challenge canvas](#) to capture key information for the challenge
- Frame an inspiring challenge statement. See our [examples](#) for inspiration.
- Create your marketing plan & your assets. Use the provided [marketing kit](#) to simplify your efforts!
- Decide on where all communications will take place: technical communications with participants, motivational communication, announcements, ...
- Plan and start rolling out your promotion
- Recruit your event-day crew

### CONTENT/RESOURCES CREATION PEAK FOR RECRUITING PARTICIPANTS! 2-1 MONTHS IN ADVANCE

- Recruit participants NOW! See more tips in section 3 of this guide.
- Get your boiler plate text ready
- Finalise your terms and conditions and open source statement. See our example below.
- Start filling in your event page on [digieduhack.com](#) add resources (videos, pdfs, ...) to make your challenge more engaging, give the schedule of your event and the communication channel.
- Book your event-day crew
- Produce any material you'll need on event day
- Use our [evaluation canvas](#) for judging
- Give our [solution canvas](#) to all participants

*Terms & conditions example: "All the inputs and outputs of this challenge must be covered by recognised open source and creative commons licensing. As a participant you will be asked to accept terms and conditions prior to submitting any content. It is encouraged that teams leverage and extend existing open source frameworks."*



### CENTRALISE YOUR COMMUNICATION

On the event day, there will be A LOT of communications exchanged, in all directions. To keep it simple, ask the participants to be on ONE MAIN channel. We recommend the use of the challenge [Discord](#) server we set up for you and linked on your event page. Your promotion can be multichannel but your communication to participants should be kept as simple as possible!





# 2.4 GET YOUR EVENT-DAY CREW ON BOARD

## 02 - BUILD THE FOUNDATIONS



The event-day crew is going to be the face, the heart, and the legs of your hackathon. Your ideal candidates should have charisma, stamina, steel

nerves, a high resistance to fatigue and stress, commitment, passion, dedication, leadership, and a lot of patience.

### MODERATOR/FACILITATOR(S)

The moderator will be there for the whole duration of your hackathon. The moderator is in charge of leading and facilitating the event-day program, in coordination with the timekeeper. The moderator introduces speakers, initiates exercises, announces the workshops, reminds the participants to get some rest, etc.

We recommend two moderators/facilitators per event in order to get a better dynamic and to keep up with the hackathon pace!

### MENTORS

Mentors are the pillars which the participants will lean on to think faster and further. Bold mentors empower teams to reach bold solutions. The mentors are the midwives of your hackathon: they help the birth of fantastic ideas.

More will be shared about the mentors in a [coaching call](#) available recorded on [digieduhack.com](https://digieduhack.com), to discuss their role at an offline, online, or blended event.

### VOLUNTEERS

The volunteers are a crew-in-the-crew: they will be everywhere, at all levels: from social media posts to managing the logistics of a last-minute order of vegan pizza at 3:34AM. They will save you a lot of stress. Whether you plan an offline or online event -- organise your volunteers by teams (SoMe, logistics, data, IT, ...) and have a dedicated channel for each volunteer team. The more you empower the volunteers, the easier your hosting task will be: give them training before the event. Plan for roughly one volunteer for every 10 participants.

### PHOTO/VIDEOGRAPHER/EDITOR

Record, capture and share. "Pic or it doesn't exist": images of your event will help you to engage more!

**Offline event:** grant your photo/videographer access to all parts of your event, from front to backstage.

**Online event:** ask participants to send you pictures of their surroundings, encourage them to send you videos and screenshots, have some fun sessions together and record everything... Be creative and have a super skilled content editor to put everything together!



### REMEMBER TO BE INCLUSIVE IN YOUR CREW!

DigiEduHack is grounded in inclusivity! This applies also when it comes to choosing your event-day crew: try to go off the beaten path, call out to your grassroots networks, don't be afraid of personalities and larger-than-life characters! Remember that the event-day crew needs to have skills but also a lot of charisma!



# 2.5 INTELLECTUAL PROPERTY GUIDELINES

## 02 - BUILD THE FOUNDATIONS

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DigiEduHack aims to be a community: the main features of all the solutions and ideas of all the DigiEduHack events will be openly shared on [digieduhack.com](https://digieduhack.com).

Download our [recommended intellectual property guidelines](#) and distribute them to all your participants. Make sure all the participants have read and understood these guidelines, and they are ready to commit! We advise reviewing the guidelines with your teams at the opening session of the hackathon.



### THE IP GUIDELINES ARE FUNDAMENTAL

As a host, it's your duty to be absolutely sure that all the participants are ready to commit to sharing their solution with the community. Before the event starts, make sure that your MC / facilitator will read and explain these guidelines, even briefly. Better to be safe than sorry!



# 03 - RECRUIT PARTICIPANTS



**3.1** Create the webpage for your event

**3.2** Target your participants

**3.3** Recruit on social media

**3.4** Keep in contact



# 3.1 CREATE THE WEBPAGE FOR YOUR EVENT

## 03 - RECRUIT PARTICIPANTS



- Ready to create your official page for the 2023 DigiEduHack?**  
You first have to register as a host [here](#)  
Then you can log in [here](#)
- Follow the steps: we provide you with everything you need!**  
You're a few clicks away from having your official page ready.  
No worries, you can always edit your content later when you're [logged in](#) to your personal area.  
Consult the website guide [here](#).
- Want to attract more participants?**  
Upload videos, photos, logos, and extra content on your page, make your challenge is attractive, and increase your leads.
- Your page is ready!**  
Your event page URL and [Discord](#) server (assigned when your challenge is approved, and linked on your [digieduhack.com](#) event web page) is unique to you. Move to the next steps: promote your event and start recruiting!



### USE THE RIGHT WORDS!

When describing your challenge on your page, and telling why this challenge is important to you, try to use simple yet engaging words. Use short sentences and drop the tie: don't be afraid to be a bit casual and address your potential recruits directly!



# 3.2 TARGET THE RIGHT PARTICIPANTS

## 03 - RECRUIT PARTICIPANTS



1

### PREPARE AND ASSESS

Define the contour of the groups that might be interested in participating in your event and craft a message for each group: teachers and educators, students, researchers, innovators, education professionals, and beyond!

When creating your list of target groups, try to think in their shoes: why would they take part into your event? What would be the benefits? This will help you tailor-make messages that will efficiently reach your audiences.

2

### USE YOUR OWN EXISTING NETWORKS

Your existing networks are your best bets!

Use your own communication channels and connections to spread the word to student unions, student administration, student advisors, university communication departments, relevant chairs, professorships, faculties, developers networks, centres for entrepreneurship, local start-up networks, local incubators, companies, and NGOs focusing on digital education, etc. Get creative!

3

### THE EXTRA MILE ON SOCIAL MEDIA

Use your social media channels extensively and intensively: this is where you can get more engagement from your target groups.

Have precise and engaging messages that call to action: "Want to change the future of education? It's here and now. Join below!"

Check the next page for more details!



### BE BOLD!

When preparing your list of target groups, try to think beyond the "usual suspects" lists: be as inclusive as possible, broaden your network horizon, and think about local grassroots communities! The togetherness here is really important: you can help people to co-create!



# 3.3 RECRUIT ON SOCIAL MEDIA

## 03 - RECRUIT PARTICIPANTS



Follow the central DigiEduHack accounts: [twitter.com/DigiEduHack](https://twitter.com/DigiEduHack) [facebook.com/DigiEduHack/](https://facebook.com/DigiEduHack/) [linkedin.com/company/digitaleducationhack](https://linkedin.com/company/digitaleducationhack) [instagram.com/digieduhack](https://instagram.com/digieduhack)

Go social, it's 2023! Here are some tips and inspiration for a successful SoMe campaign. One word: ENGAGE!

### Different channels with different messages

Twitter allows you to be fast and quirky, while Facebook and LinkedIn are more institutional and slow-paced. Adapt your message to your channel, don't just duplicate your tweets on your Facebook/LinkedIn page.

### Content marketing is better than just marketing

Saying that you have a great event is good, but displaying outstanding content related to your event is better. Use blogs, stories, or articles to explain why your challenge is important and show the impact of its solutions. Engage with your audience, stir up interest, and attract more participants.

### Use images, pictures, graphs, illustrations, videos, GIFs, sounds, ...

Be creative! Explore, wander, and innovate. Posts with images engage better. Always be inclusive in the images you post. Be aware of your local copyright laws.

### SoMe dialogue = more engagement

Use the #DigiEduHack hashtag to find other hosts, interact and engage with them to create a virtuous circle that will (almost magically) draw more participants. Craft your own challenge hashtag(s) and spread them! Alternatively, you can reuse the hashtags displayed on the main DigiEduHack [Twitter account](https://twitter.com/DigiEduHack).

- Always use the hashtag #DigiEduHack in your SoMe communication!
- Tag us or engage with us using @DigiEduHack
- DigiEduHack is upper-case D, upper-case E, upper-case H!
- We recommend that you don't create a dedicated SoMe account using the name DigiEduHack: it will be confusing for all participants. Use your own account(s) with the hashtag #DigiEduHack



### BE CLEVER, START EARLY

A successful social media campaign doesn't necessarily mean that you need to spend huge amounts of money or time. Start early, carefully craft your messages, and engage, engage, engage with your audience!



# 3.4 KEEP IN CONTACT

## 03 - RECRUIT PARTICIPANTS



Transforming your leads into active participants is one of your challenges. Don't assume that once a participant has signed up they will actually be active and show up on the event day: there is often an average 40% to 50% dropout rate to the final events.

There is a way to avoid this: keep in contact, and regularly address your participants directly. You can send plain-text, short, engaging emails or use a mass-mailing client for elaborated HTML content. Get inspired: the timeline below should be adapted to your own needs!

### MANY MONTHS BEFORE THE EVENT

**Rhythm:** communication every 2-3 weeks

**Content:** your aim is to keep up the morale of your troops, motivate everyone, give some insiders news on your challenge, introduce the mentors & judges, develop on the prizes and the benefits of taking part in your event. This phase is delicate: you want to maintain contact and spread relevant info without spamming.

### THE MONTH BEFORE THE EVENT

**Rhythm:** communication once a week

**Content:** it's time to ramp-up your communication and to get concrete: remind recipients of the deadlines, have a call to matchmake a team for the lone souls, start teasing about the main event and the day's activities, and get practical and focus on the most frequently asked questions that your participants may have.

### THE WEEK BEFORE THE EVENT

**Rhythm:** communication every day

**Content:** this is the final stretch! At this point, be VERY practical: explain what's going to happen on the event day, tell the participants what they need to bring, send the event day contact list and the organization's who's-who, send one email that lists all your communication channels, and HACK!



### SLIGHTLY OVERBOOK!

Don't overestimate your powers to convince: no matter how persuasive and engaging you are, you will be sure to have dropouts. Try to reach a 100-150% target rate of participants at sign-up to ensure you will have a sufficient number of participants on the event day.



# 04 - EVENT DAY PLANNING

## - OFFLINE EVENT

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4.1 Overview

4.2 Detailed view



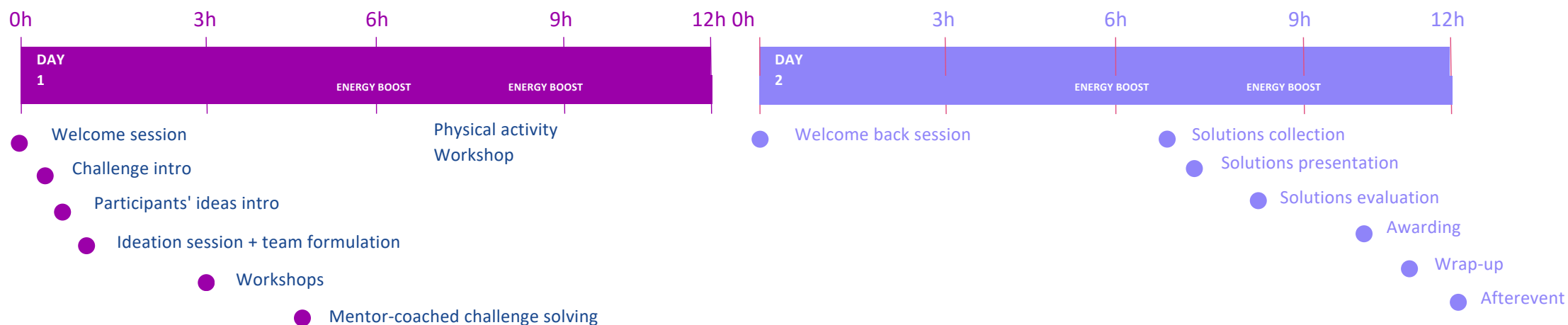
# 4.1 OVERVIEW

## 04 - EVENT DAY PLANNING / OFFLINE EVENT



The more in you plan advance your event, the better prepared you will be to face the unplanned. Have a strict schedule, with a dedicated timekeeper. A hackathon is a demanding event: as a host, your role is to make everything comfortable for your participants. As a host, you are free to plan the span of your event the way you want: it can be 2 x12

hours, or 24 hours, ... Below is a typical event day timeline for running a successful DigiEduHack offline event. Feel free to use it as a guide to plan your own event. Each numbered item is described more in detail in the following pages. You can of course add more happenings/activities during your event!



### HACKATHON=HACKING+MARATHON

Remember that your event is not a sprint: encourage the participants to take breaks, to eat, and most importantly to stay hydrated. Provide resting spaces apart from the event stage and working spaces, and plan some physical activities!



# 4.2 DETAILED VIEW 1/5

## 04 - EVENT DAY PLANNING / OFFLINE EVENT



1

### WELCOME SESSION / WELCOME BACK

This crucial step will set up the tone of the day. Our suggested check-list:

- general welcome + day's agenda:
- welcome by moderator/facilitator
- quick thank you to the venue and sponsors
- additional welcome speech (host/sponsor/...)
- quick reminder of the event's purpose
- introduce the organisers, mentors, etc.
- Introduce the core values of the event: empowerment, inspiration, inclusivity, sustainability, safety
- theme+challenge intro
- logistics intro (venue, schedule)

The welcome-back session on day 2 should be similar but much lighter!



### DON'T BE BORING!

In order to make the whole event a great experience for all, try to build a rhythm from the very start: avoid long speeches, establish the importance of your timekeeper, don't be too formal, and focus on having fun, enjoying, and co-creating!

2

### CHALLENGE INTRO

Offer inspiration to your participants! Ask your experts to give an introduction to the challenge: why this particular challenge, what's the bigger picture, what kind of impact the solutions could bring, etc.

Inspirational short sessions on the topic are a good start to the event. Try to organise even a short Q&A after each session in order to boost the creativity and the engagement of your participants and build the event's energy and rhythm.

3

### PARTICIPANTS' IDEAS INTRO

While some participants may come ready with ideas / projects they want to work on, many will arrive empty-handed. Facilitating the first hours of the event therefore requires careful planning.

Participants coming with an existing idea/project could briefly (1-3 minutes maximum at the start of the event) elevator-pitch their idea to foster ideation and collect team members.



# 4.2 DETAILED VIEW 2/5

## 04 - EVENT DAY PLANNING / OFFLINE EVENT



4

### WELCOME SESSION / WELCOME BACK

This crucial step will set up the tone of the day. Our suggested check-list:  
IDEATION+TEAM FORMATION

This is another crucial moment of your event (yes, almost all the moments are crucial!). There is not one ready-made recipe for ideation/team formation but as a general guiding rule:

(facilitated ideation+brainstorming session)  
+ inspirational speakers  
= huge impact

How you're going to achieve this depends on the size of your event. Check out our templates in this guide for various ideas on how to facilitate the ideation sessions; discuss with your mentors; be creative!



### INCLUSIVITY AND DIVERSITY ARE KEY

DigiEduHack is an inclusive event designed for people from all backgrounds. The recruitment process should reflect this, and the event should always have a supportive and inclusive ethos.

Once the teams are formed, make sure they have a place to work. Some teams might not need much input, while others may need the support of mentors:

Some participants may be subject matter experts who can identify problems in their field, but cannot always turn those problems into workable projects. Other participants may be ready to apply their skills but not know anything about the project theme. Groups consisting of participants from different backgrounds always inspire innovation.

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### SUPPORT+MENTORING: WORKSHOPS

Arranging short workshops on various themes throughout the 24-hour period will stimulate thinking and also inspire participants to apply new techniques/skills or thinking to their ideas.

Some workshop ideas:

Skills workshops on business topics such as basic finance, project planning, introduction to the business model, etc.

Skills workshops on technical topics such as introduction to coding & app development, introduction to machine learning and AI

Soft skills training such as managing group dynamics, pitch slide decks/pitching, and communication techniques



# 4.2 DETAILED VIEW 3/5

## 04 - EVENT DAY PLANNING / OFFLINE EVENT



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### THE ROLE OF THE MENTORS

Mentors inspire, advise, and support participants. They help teams to go that extra mile that transforms a great solution into an amazing solution!

Mentors could be present though the whole event. But they are especially important during the ideation/team-building phase, and before the end to help with fine-tuning the solutions and presentations. In a big event with a lot of mentors, you can also have them give talks at specific times.

If mentors are not around, the organisers and the moderator/facilitator will have to support the teams as well.



### TAKE THE ENERGY CURVE INTO ACCOUNT

You cannot expect the same level of energy from your participants from the beginning to the end of the event. Toward the end of the event, have coffee & snacks ready and organise the space for the solutions presentation.

7

### SOLUTIONS COLLECTION

All the solutions to your proposed challenge should be collected from your event page, via the “upload a solution” button.

**Make sure that only ONE SOLUTION PER TEAM is uploaded!** Leave some time for participants to log in and fill out their solution. We recommend doing this before the start of the solution presentation /pitching.

Encourage the participants to use the provided DigiEduHack **solution canvas** (it’s the same canvas they will use when uploading their solution on the website)+ any additional material: sketches/visualisations, video explanation, prototype, ... but do remember that DigiEduHack is an inclusive event. No solution can be dismissed on the sole basis of not having additional material.

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### SOLUTIONS PRESENTATION

Teams should create a short presentation of their solution. Each team should be given at least 3 minutes to present and defend their idea. Reserve some time for the jury to ask questions (the timing will depend on how many groups you have). It is advisable to have between 1 and 3 jury members and aim for at least 2-3 minutes of Q&A.

Try to make this session as lively as possible!



# 4.2 DETAILED VIEW 4/5

## 04 - EVENT DAY PLANNING / OFFLINE EVENT



### MORE THAN 15 TEAMS? WELL DONE! TRY THIS:

1. Have multiple parallel jury sessions that happen simultaneously. 2 jury members will go through all the teams' tables. The teams present their solution at their table for 3 minutes. The jury has 3 minutes to ask questions. We recommend not to allow this session to last more than an hour.
2. To be able to compare the ideas and choose a winner, the jury needs to meet after all the teams have presented to them. Together with a facilitator, they will choose the winning teams.
3. For the participants, it is still important and interesting to hear what the other groups have been working on. After finishing the jury session, you can host a presentation round, where the teams get to present their idea as an elevator pitch of 1-2 minutes. You can also invite sponsors and other interested people to this presentation round and also later to the award ceremony.



We recommend a main prize for the winning team and smaller prizes, e.g. for the first two runners-up. Prizes may be sponsorship, incubation, etc. One way to boost participant energy: award small prizes throughout the event!

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### SOLUTIONS EVALUATION

This is another crucial moment. To help you and your jury choose the best solution(s), below is a quick sum-up of the evaluation criteria. More detailed info can be found in the [evaluation canvas](#) template!

The solutions should focus on the challenge and clearly address a digital education issue with a potential positive impact.

You can also add additional scoring criteria that are relevant to your host organisation at the local event level.

You may create some criteria specifically set around your challenge!

A [jury guide](#) will be provided for your jurors to help them navigate the judging process, but you are welcome to tailor aspects of it to your own event, as long as we receive your winners's scores and the winner category you think suits the solution the best (more about this during a [coaching call](#) on judging).

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### AWARDING THE WINNERS

After the presentation of all the ideas, you can have a short awards ceremony and give prizes to the winning teams.

Make sure you leave some time for the jury between the presentation of the ideas and the awards ceremony so they can choose the winners.

After the ceremony, you can organise a small cocktail event or other afterevent, with food and snacks for everyone attending. But remember: take the energy curve into account!



# 4.2 DETAILED VIEW 5/5

## 04 - EVENT DAY PLANNING / OFFLINE EVENT



11

### WRAP-UP

If possible, provide at least 30 minutes for feedback and closing the event. During a **coaching call**, we will discuss ways to gather valuable feedback using a tool like a Google forms.

The coach/facilitator can additionally run a short oral feedback session. If you invite an external audience to the presentation round and the award ceremony, it is better to do the wrap-up before the external audience arrives.

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### AFTER THE EVENT

Once you have had some sleep:

- Submit your local winner solution, and assign a winner category
- Write down everything that went right so you can repeat it next time
- Write down everything that went wrong so you can avoid it next time
- Compute the event cost in total and per participant, just to know
- Write a blog article and social media posts about the outcomes of the event, also presenting the winners



### DON'T LOSE THE MOMENTUM!

Congratulations for having organised your DigiEduHack 2023 event! But it would be too bad to just stop and let all this energy and momentum you created evaporate: follow-up on your SoMe and capitalise on what you just created!



# 05 - EVENT DAY PLANNING

## - ONLINE EVENT



**5.1** What do you need to run an online hackathon?

**5.2** Overview

**5.3** Detailed view

# 5.1 WHAT DO YOU NEED TO RUN AN ONLINE HACKATHON?

## 05 - EVENT DAY PLANNING / ONLINE EVENT



The more in you plan advance your event, the better prepared you will be to face the unplanned. Have a strict schedule, with a dedicated timekeeper. A hackathon is a demanding event: as a host, your role is to make everything comfortable for your participants. As a host, you are free to plan the span of your event the way you want: it can be 2 x12

two examples of architectures that you can use either as inspiration or as-is. And feel free to contact us at [contact@digieduhack.com](mailto:contact@digieduhack.com) with any questions you may have!

### THE JOURNEY APPROACH

This approach is the simplest: it doesn't require knowledge acquisition and is hands-on, ready-to-use. You will need only three things:

- **your DigiEduHack event pages** for participant registration, challenge display, info on your organisation, solution upload link

- **your Discord server** (check our [list in section 9](#) for your real-time communication/interaction with your participants. Create one channel per topic ("support", "find a team", ... ) and don't forget to give all your participants your server's URL! You can initiate the communication with your participants using a good ol' email!

- **a visual meeting tool** (see [section 9](#)) for the meet-ups and the get-togethers

### CHECK OUR COMPLETE TOOL LIST

We have set up a tool list, at the end of this guide, of all the apps that you can use to run your online hackathon. And if you think we forgot an app that should be in the list, let us know at [contact@digieduhack.com](mailto:contact@digieduhack.com)!

### YOUR OWN APPROACH

You're free to be creative when it comes to run your online DigiEduHack event.

**Remember that you'll always need your DigiEduHack event page** for the participant registration, the challenge display, the info on your organisation, and -- most importantly -- your host area to generate the link for teams to upload their solutions.

#### IMPORTANT!

**A solution for a DigiEduHack challenge that has not been uploaded via [digieduhack.com](https://digieduhack.com) will not be examined by our jury and will not be considered for the global contest!**





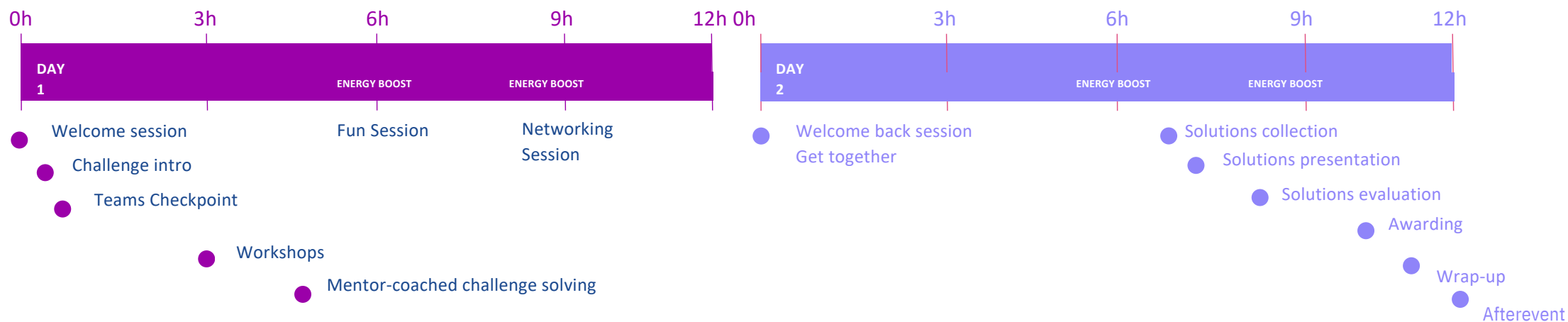
# 5.2 OVERVIEW

## 05 - EVENT DAY PLANNING / ONLINE EVENT



Just as for an offline event: the more you plan in advance, the better prepared you will be to face the unplanned. Be visual as much as possible: have a lot of video sessions where participants can also interact (and enforce a light behaviour code: mic muted when not talking, request the floor before talking, say your team's name+own name when taking the floor).

As a host, you are free to plan the span of your event the way you want: it can be 2 x12 hours, or 24 hours. Below is a typical event day timeline for running a successful DigiEduHack 2-day online event. Feel free to use it as a guide to plan your own event. Each numbered item is described more in detail in the following pages. You can of course add more happenings/activities during your event!



### HACKATHON=HACKING+MARATHON

Remember that your event is not a sprint: encourage the participants to take breaks, to eat, and most importantly to stay hydrated. Provide resting spaces apart from the event stage and working spaces, and plan some physical activity workshops!



# 5.3 DETAILED VIEW 1/5

## 05 - EVENT DAY PLANNING / ONLINE EVENT



1

### WELCOME SESSION / WELCOME BACK

This crucial step will set up the tone of the day. Have a great MC (this is really important). Our suggested check-list:

- general welcome + day's agenda:
- welcome by moderator/facilitator
- quick thank you to the venue and sponsors
- additional welcome speech (host/sponsor/...)
- quick reminder of the event's purpose
- introduce the organizers, mentors, ...
- Introduce the core values of the event: empowerment, inspiration, inclusivity, sustainability, safety
- theme+challenge intro
- logistics intro (venue, schedule)
- remind everyone of the main online meeting point you chose & where to get the link



### DON'T BE BORING!

In order to make the whole event a great experience for all, try to build a rhythm from the very start: avoid long speeches, establish the importance of your timekeeper, don't be too formal, and focus on having fun, enjoying, and co-creating!

2

### CHALLENGE INTRO

Offer inspiration to your participants! Ask your experts to give an introduction on the challenge: why this particular challenge, what's the bigger picture, what kind of impact the solutions could bring, ...

Be brief and engage! Inspirational short sessions on the topic are a good start to the event. Try to organise even a short Q&A after each session in order to boost the creativity and the engagement of your participants and build the rhythm. And remember:

(facilitated ideation+brainstorming session)  
+ inspirational speakers  
= huge impact!

3

### TEAMS INTRO

Each team has 1 to 3 minutes to introduce themselves, elevator-pitch style. Use the power of your MC to facilitate this step so it doesn't stretch into a boring session. The teams can use this moment to try to recruit new members from sole participants, by precisely explaining their needs.



# 5.3 DETAILED VIEW 2/5

## 05 - EVENT DAY PLANNING / ONLINE EVENT



4

### WORKSHOPS: FROM MEETING THE EXPERTS TO SOFT SKILLS LEARNING!

Workshops are an essential part of your online hackathon: they will help teams and participants to have a better overview of the event and will boost both skills and inspiration.

Don't limit yourself to organising workshops only around your chosen theme. To be efficient and keep a high level of interaction, try to limit the number of participants for each workshop!

Some workshop ideas:

Skills workshops on business topics such as basic finance, project planning, introduction to the business model, ...

Skills workshops on technical topics such as introduction to coding & app development, introduction to machine learning and AI

Soft skills training such as managing group dynamics, pitch slide deck/pitching and communication techniques

5

### MENTOR-COACHED CHALLENGE SOLVING

Mentors inspire, advise, and support participants. They help teams to go that extra-mile that transforms a great solution into an amazing solution.

Mentors could be available though the whole event: have enough mentors for the number of teams taking part to your event. We recommend 1,5x as many mentors as teams for adequate online coverage.

Mentors are especially important during the first hours of the challenge-solving part, and towards the end to help teams with fine-tuning their solution. Have a way for the teams to call mentors in during the event.



### INCLUSIVITY AND DIVERSITY ARE KEY

DigiEduHack is an inclusive event designed for people from all backgrounds. The recruitment process should reflect this, and the event should always have a supportive and inclusive ethos.



# 5.3 DETAILED VIEW 3/5

## 05 - EVENT DAY PLANNING / ONLINE EVENT



6

### THE ROLE OF THE MENTORS

Mentors inspire, advise and support participants. They help teams to reach that extra-mile that transforms a great solution into an amazing solution!

Mentors could be present though the whole event. But they are especially important during the ideation/team-building phase, and before the end to help with fine-tuning the solution. In a big event with a lot of mentors, you can also have them present at specific times.

If the mentors are not around, the organisers and the moderator/facilitator have to support the teams as well.



### TAKE THE ENERGY CURVE IN ACCOUNT

You cannot expect the same level of energy from your participants from the beginning to the end of the event. Towards the end of the event, have coffee & snacks ready and organise the space for the solutions presentation.

7

### SOLUTIONS COLLECTION

Offer inspiration to your participants! Ask your experts to give an introduction on the challenge: why this particular challenge, what's the bigger picture, what kind of impact the solutions could bring, ...

Be brief and engage! Inspirational short sessions on the topic are a good start to the event. Try to organise even a short Q&A after each session in order to boost the creativity and the engagement of your participants and build the rhythm. And remember:

(facilitated ideation+brainstorming session)  
+ inspirational speakers  
= huge impact!

8

### SOLUTIONS PRESENTATION

Teams should create a short presentation of their solution. Each team should be given at least 3 minutes to present and defend. Reserve some time for the jury to ask questions (the timing will depend on how many groups you have). It is advisable to have between 1 and 3 jury members and allow 2-3 minutes for Q&A per team.

Try to make this session as lively as possible!



# 5.3 DETAILED VIEW 4/5

## 05 - EVENT DAY PLANNING / ONLINE EVENT



9

### SOLUTIONS EVALUATION

This is another crucial moment. You can review the criteria on the [evaluation canvas template](#). All solutions should focus on the challenge and clearly address a digital education issue with a potential positive impact.

You can also add additional scoring criteria that are relevant to your host organisation / challenge.

Remember that when you submit your local winner's solution, you will need to determine its appropriate award category (to be discussed along with other aspects of judging & evaluation in a [coaching call](#)).



### THE AMOUNTS OF THE PRIZES

We recommend a main prize for the winning team and smaller prizes, e.g. for the first three teams. Prizes may be sponsorship, incubation, etc. One way to boost participants: award small prizes throughout the event!

10

### AWARDING THE WINNERS

After the presentation of all the ideas, you can have a short awards ceremony and give prizes to the winning teams.

Make sure you leave some time for the jury deliberation between the presentation of the ideas and the awards ceremony so the judges can choose the winners.

After the ceremony, you can organise a small cocktail event or other afterevent, with food and snacks for everyone attending. But remember: take the energy curve into account!

11

### WRAP-UP

If possible, provide at least 30 minutes for feedback and closing the event. During a [coaching call](#), we will discuss how to gather valuable feedback using a tool like a Google form.



# 5.3 DETAILED VIEW 5/5

## 05 - EVENT DAY PLANNING / ONLINE EVENT



12

### AFTER THE EVENT

Once you have had some sleep:

- Submit your local winner solution, assign a winner category
- Write down everything that went right so you can repeat it next time
- Write down everything that went wrong so you can avoid it next time
- Compute the event cost in total and per participant, just to know
- Write a blog article and social media posts about the outcomes of the event, also presenting the winners



### DON'T LOSE THE MOMENTUM!

Congratulations for having organised your DigiEduHack 2023 event! But it would be too bad to just stop and let all this energy and momentum you created evaporate: follow-up on your SoMe and capitalise on what you just created!



# 06 - EVENT DAY PLANNING

## - BLENDED EVENT

**6.1** What do you need to run a blended hackathon?

**6.2** Overview

**6.3** Detailed view

# 6.1 WHAT DO YOU NEED TO RUN A BLENDED HACKATHON?

## 06 - EVENT DAY PLANNING / BLENDED EVENT



There is no single way to run a blended hackathon. As a host, you should use the solutions that suit your resources the best. One important thing to keep in mind: during the event, engage as much as you can with all your participants so they actually feel they are part of something, regardless if they participate online or onsite!

Running a blended hackathon is like combining an offsite and online hackathon. Below are some pointers that you can use either as inspiration or as is. And feel free to contact us at [contact@digieduhack.com](mailto:contact@digieduhack.com) with any question you may have!



### THE BLENDED APPROACH

Set up your challenge site with information about the online format and the onsite format, and let participants choose their own participation format and notify you of their choice via your preferred communications channel.

Prepare tools that make video and text communication easy for all participants, and to enable online and onsite participants and mentors to have private conferences (e.g. video calls) easily. See section 9 of this guide for some tools options.

Set up social activities that engage both online and onsite participants.



### CHECK OUR SUGGESTED TOOL LIST

We have set up a [tool](#) list of apps that you can use to run your blended hackathon. And if you think we forgot an app that should be in the list, let us know at [contact@digieduhack.com](mailto:contact@digieduhack.com)!





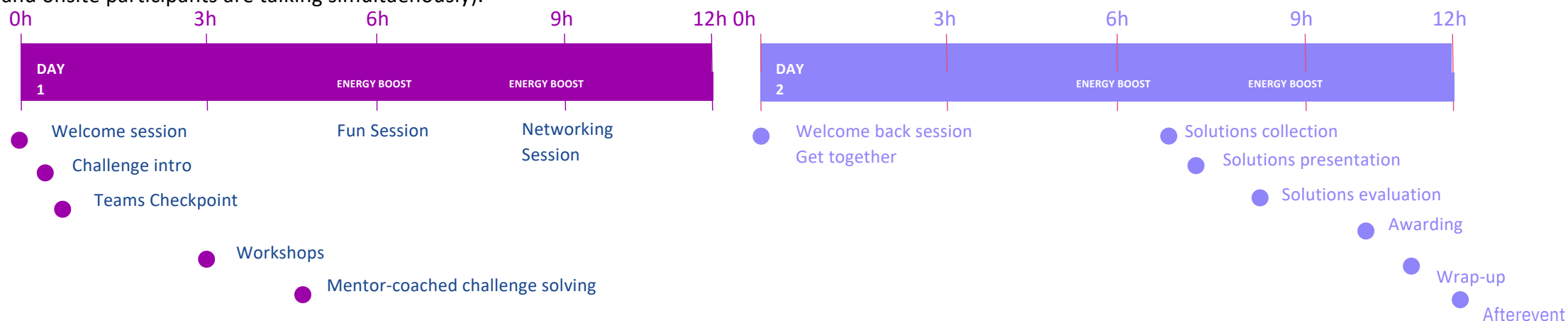
# 6.2 OVERVIEW

## 06 - EVENT DAY PLANNING / BLENDED EVENT



Just as for an online or offline event: the more you plan in advance, the better prepared you will be to face the unplanned. Be visual, as much as possible: have a lot of video sessions, where participants can also interact (and enforce a light behavior code: mic muted when not talking, request the floor before talking, say your team's name + own name when taking the floor. This is especially important when online and onsite participants are talking simultaneously).

As a host, you are free to plan the span of your event the way you want: it can be 2 x12 hours, or 24 hours, etc. Below is a typical event day timeline for running a successful DigiEduHack event. Feel free to use it as a guide to plan your own event. Each numbered item is described more in detail in the following pages. You can of course add more happenings/activities during your event!



### HACKATHON=HACKING+MARATHON

Remember that your event is not a sprint: encourage the participants to take breaks, to eat, and most importantly to stay hydrated. Provide resting spaces apart from the event stage and working spaces, and encourage online participants to take breaks and stay hydrated as well!



# 6.3 DETAILED VIEW 1/5

## 06 - EVENT DAY PLANNING / BLENDED EVENT



1

### WELCOME SESSION / WELCOME BACK

This crucial step will set up the tone of the day. Have a great MC (this is really important). Our suggested checklist:

- general welcome + day's agenda:
- welcome by moderator/facilitator
- quick thank you to the venue and sponsors
- additional welcome speech (host/sponsor/...)
- quick reminder of the event's purpose
- introduce the organizers, mentors, ...
- Introduce the core values of the event: empowerment, inspiration, inclusivity, sustainability, safety
- theme+challenge intro
- logistics intro (venue, online platforms, communication channels, schedule)
- remind everyone of the main online meeting point you chose



### DON'T BE BORING!

In order to make the whole event a great experience for all, try to build a rhythm from the very start: avoid long speeches, establish the importance of your timekeeper, don't be too formal, and focus on having fun, enjoying, and co-creating!

2

### CHALLENGE INTRO

Offer inspiration to your participants! Ask your experts to give an introduction on the challenge: why this particular challenge, what's the bigger picture, what kind of impact the solutions could bring, ...

Be short and engage! Inspirational short sessions on the topic are a good start to the event. Try to organise even a short Q&A after each session in order to boost the creativity and the engagement of your participants and to build the rhythm. And remember:

(facilitated ideation+brainstorming session)  
+ inspirational speakers  
= huge impact!

3

### TEAMS INTRO

Each team has 1 to 3 minutes to introduce themselves, elevator-pitch style. Use the power of your MC to facilitate this step so it doesn't stretch into a boring session. The teams can use this moment to try to recruit new members from sole participants, by precisely explaining their needs.



# 6.3 DETAILED VIEW 2/5

## 06 - EVENT DAY PLANNING / BLENDED EVENT



4

### WORKSHOPS: FROM MEETING THE EXPERTS TO SOFT SKILLS LEARNING!

Workshops are an essential part of your online hackathon: they will help teams and participants to have a better overview of the event and will boost both skills and inspiration.

Don't limit yourself to organising workshops only around your chosen theme. To be efficient and keep a high level of interaction, try to limit the number of participants for each workshop!

Make sure to organise the workshops to engage both online and onsite participants.

Some workshop ideas:

Skills workshops on business topics such as basic finance, project planning, introduction to the business model, ...

Skills workshops on technical topics such as introduction to coding & app development, introduction to machine learning and AI

Soft skills training such as managing group dynamics, presentation/pitching and communication techniques

5

### MENTOR-COACHED CHALLENGE SOLVING

Mentors could be available though the whole event: have enough mentors for the number of teams taking part to your event.

In a big event with a lot of mentors, you can also have them present at specific times.

It is important to have a clear structure on how teams can contact and reach out to mentors, regardless of where they are located.



### INCLUSIVITY AND DIVERSITY ARE KEY

DigiEduHack is an inclusive event designed for people from all backgrounds. The recruitment process should reflect this, and the event should always have a supportive and inclusive ethos.



# 6.3 DETAILED VIEW 3/5

## 06 - EVENT DAY PLANNING / BLENDED EVENT



6

### THE ROLE OF THE MENTORS

Mentors inspire, advise, and support participants. They help teams to go that extra-mile that transforms a great solution into an amazing solution!

Mentors are especially important during the first hours of the ideation/team-building phase and challenge-solving part, and towards the end to help teams with fine-tuning their solution. Have a way for the teams to call mentors in during the event.

If the mentors are not around, the organisers and the moderator/facilitator will have to support the teams as well.



### TAKE THE ENERGY CURVE INTO ACCOUNT

You cannot expect the same level of energy from your participants from the beginning to the end of the event. Towards the end of the event, have coffee & snacks ready and organise the space for the solutions presentation.

7

### SOLUTIONS PRESENTATION

Teams should create a short presentation of their solution. Each team should be given at least 3 minutes to present and defend. Reserve some time for the jury to ask questions (the timing will depend on how many groups you have). It is advisable to have between 1 and 3 jury members and to allow 2-3 minutes for jury Q&A per team.

Try to make this session as lively as possible!

In a blended event, it is a good option to host this session online to keep it fair and equal to all teams.

8

### SOLUTIONS COLLECTION

Almost done! Time to call for all the teams to upload their solution using the link you generate in your host personal area.

Make sure that only ONE SOLUTION PER TEAM is uploaded! Leave some time for participants to log in and fill out their solution. We recommend doing this before the start of the solution presentation.

Remind the participants to use the provided DigiEduHack **solution canvas** to upload their solution on the website and any additional material such as sketches, visualisations, video explanation, prototypes etc.

DigiEduHack is an inclusive event. No solution can be dismissed on the sole basis of not having additional material.



# 6.3 DETAILED VIEW 4/5

## 06 - EVENT DAY PLANNING / BLENDED EVENT



9

### SOLUTIONS EVALUATION

This is another crucial moment. To help you and your jury choose the best solution(s), below is a quick summary of criteria. More detailed info in the [evaluation canvas](#) template!

The solutions should focus on the challenge and clearly address a digital education issue with a potential positive impact.

You can also add additional scoring criteria that are relevant to your host organisation. You can create some criteria specifically set around your challenge!

It is important to find a structure to keep track of onsite and online jury scores.



### THE AMOUNTS OF THE PRIZES

We recommend a main prize for the winning team and smaller prizes, e.g. for the first two runners-up. Prizes may be sponsorship, incubation, etc. One way to inspire participants: award small prizes throughout the event!

10

### AWARDING THE WINNERS

After the presentation of all the ideas you can have a short awards ceremony and give prizes to the winning teams.

Make sure you leave some time for the jury deliberation between the presentation of the ideas and the awards ceremony so the judges can choose the winners.

11

### WRAP-UP

If possible, provide at least 30 minutes for feedback and closing the event. At a coaching call, we will discuss how to gather valuable feedback using a tool like a Google form.



# 6.3 DETAILED VIEW 4/5

## 06 - EVENT DAY PLANNING / BLENDED EVENT



12

### AFTER THE EVENT

Once you have had some sleep:

- Submit your local winner solution, assign winner category
- Write down everything that went right so you can repeat it next time
- Write down everything that went wrong so you can avoid it next time
- Compute the event cost in total and per participant, just to know
- Write a blog article and social media posts about the outcomes of the event, also presenting the winners



### DON'T LOSE THE MOMENTUM!

Congratulations for having organised your DigiEduHack 2023 event! But it would be too bad to just stop and let all this energy and momentum you created evaporate: follow up on your SoMe and capitalise on what you just created!



# 07 - EVENT DAY LOGISTICS

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**7.1** Offline event

**7.2** Online event

**7.3** Blended event

# 7.1 OFFLINE EVENT

## 07 - EVENT DAY LOGISTICS



1

### THE VENUE

Find a venue that:

- can accommodate your event timing and where food and drinks can be served
- has appropriate seating for workshops, and 3-5 people group work with at least one power strip per table
- has fast and reliable Wi-fi with streaming facilities (screens)
- has a projector and a microphone (if in a large room)
- is suitable considering the wellbeing and security of the participants and their belongings



### BE INCLUSIVE ALL THE WAY

Make sure that the venue is truly accessible for all: it should be wheelchair-friendly (entrances, toilets, inner space), single-occupancy bathrooms, resting space. A DigiEduHack event is a safe-space: DO NOT tolerate any form of discrimination, aggression, bullying, racism, intolerance, ... Take action immediately!

2

### FOOD & BEVERAGES

Take good care of your participants and keep them energised throughout the whole event!

Provide beverages during the day, especially water and urge the participants to keep hydrated. Repeat the message especially towards the end of the event!

When catering for your participants, consider all kinds of diets: vegan, vegetarian, gluten-free, kosher, halal, ... Consider also food allergies and have all the food properly labeled.

And remember: the healthier the food, the better performing the participants will be!

3

### REST, NAP, SLEEP, ENERGISE

Make sure you have a quiet room or corner for those who would like to have some time out. You can ask the participants to bring their own sleeping bags / inflatable mattresses if needed.

Don't forget to energise the participants with inspirational speakers, get-togethers, regular breaks, short bursts of collective physical activities like yoga (be inclusive!), get some fresh air from time to time, offer water, coffee, ...





# 7.1 OFFLINE EVENT

## 07 - EVENT DAY LOGISTICS



4

### COMMUNICATION WITH YOUR PARTICIPANTS

Make sure that the information below is available for everyone during the whole duration of your event!

- Wi-fi info (ID and password)
- the event's hashtag (#DigiEduHack)
- the detailed schedule of the whole event
- the communication channel(s) used
- a list of rooms for breaks and resting
- a map of the venue
- recommend nearby locations for lunch/dinner (include a map if possible)

Choose a centralised channel to keep your participants informed on where is what, and engage with them!



### INCLUSIVITY AND DIVERSITY ARE KEY

DigiEduHack is an inclusive event designed for people from all backgrounds. The recruitment process should reflect this, and the event should always have a supportive and inclusive ethos.

5

### SUPPLIES

Be sure all the teams have access to

- paper, markers, pens, Post-It notes, paperboard
- name tags
- note cards, pens, paper and other supplies to facilitate project planning



# 7.2 ONLINE EVENT

## 07 - EVENT DAY LOGISTICS



1

### COMMUNICATION WITH YOUR PARTICIPANTS

Choose a centralised communications channel and stick to it! Keep your participants informed on what is where, and engage with them!

2

### FOOD & BEVERAGES

Take good care of your participants and keep them energised throughout the whole event!

Remind your participants to stay hydrated, and to eat healthily. Arrange lunch breaks, dinner breaks, coffee breaks and encourage participants to take time to eat and drink. You can even use breaktime as get-togethers or set up a special refreshment hashtag on Instagram for example.

3

### REST, NAP, SLEEP, ENERGIZE

Make sure your participants take some time out, and have your MC encouraging them to do so. Try to have “white moments” in your schedule when nothing is happening so people can rest without the fear of missing out on something.

Don't forget to energise the participants with inspirational speakers, get-togethers, short bursts of online collective physical activities like yoga (be inclusive!), etc. You can also ask your participants to take some breaks to get some fresh air from time to time!



### BE INCLUSIVE ALL THE WAY

A DigiEduHack event is a safe space: DO NOT tolerate any form of discrimination, aggression, bullying, racism, intolerance, ... Take action immediately!



# 7.3 BLENDED EVENT

## 07 - EVENT DAY LOGISTICS



1

### THE VENUE

Find a venue that:

- can accommodate your event timing and where food and drinks can be served
- has appropriate seating for workshops, and 3-5 people group work with at least one power strip per table
- has fast and reliable Wi-fi with streaming facilities (screens) and an online connection to all online teams
- has a projector and at least one microphone, and a sound system that supports both onsite and online communication



### BE INCLUSIVE ALL THE WAY

Make sure that the venue is truly accessible for all: it should be wheelchair-friendly (entrances, toilets, inner space), single-occupancy bathrooms, resting space. A DigiEduHack event is a safe-space: DO NOT tolerate any form of discrimination, aggression, bullying, racism, intolerance, ... Take action immediately!

2

### FOOD & BEVERAGES

Take good care of your participants and keep them energised throughout the whole event!

Provide beverages throughout the day, especially water, and urge the participants to stay hydrated. Repeat the message especially towards the end of the event!

Consider diets and food allergies and have all the food properly labelled.

Remind your online participants to remain hydrated, and to eat healthily. Arrange lunch breaks, dinner breaks, coffee breaks and encourage participants to take time to eat and drink. You can even use this breaktime as a get-together or set up a special refreshments hashtag on Instagram for example.

3

### REST, NAP, SLEEP, ENERGIZE

Make sure you have a quiet room or corner for those who would like to take some time out. You can ask the participants to bring their own sleeping bags / inflatable mattresses if needed.

Try to have “white moments” in your schedule when nothing is happening so people online can rest without the fear of missing out on something.

Don't forget to energise the participants with inspirational speakers, get-togethers, regular breaks, short bursts of collective physical activities like yoga (be inclusive!), get some fresh air from time to time, offer water, coffee, ...



# 7.3 BLENDED EVENT

## 07 - EVENT DAY LOGISTICS



4

### COMMUNICATION WITH YOUR PARTICIPANTS

Make sure that the information below is available for everyone during the whole duration of your event!

- Wi-fi info (ID and password)
- the event's hashtag (#DigiEduHack)
- the detailed schedule of the whole event
- the communication channel(s) used
- a list of rooms for breaks and resting
- a map of the venue
- recommend nearby locations for lunch/dinner (include a map if possible)

Choose an online chat channel to keep all participants informed on what is happening at all times, and engage with them!



### INCLUSIVITY AND DIVERSITY ARE KEY

DigiEduHack is an inclusive event designed for people from all backgrounds. The recruitment process should reflect this, and the event should always have a supportive and inclusive ethos.

5

### SUPPLIES

Be sure all the teams have access to

- paper, markers, pens, Post-It notes, paperboard
- name tags
- note cards, pens, paper and other supplies to facilitate project planning



# 08 - EVENT DAY COMMS & PROMOTION

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**8.1** Organise your channels

**8.2** Create Buzz



# 8.1 ORGANISE YOUR CHANNELS

## 08 - EVENT DAY COMMS & PROMOTION



The flux of communication during a hackathon can be overwhelming for both participants and hosts. Luckily, with solid organisation, you can easily tackle this issue!

One simple rule: differentiate communication channels, promotion channels, and mixed channels. Choose the appropriate options for each, and stick to the plan!

### COMMUNICATION CHANNEL

This channel is dedicated to your operational communication with your participants: support, info, encouragement, ...

This channel is not public. We recommend you to use ONE single platform that will host ALL your text communications with the participants such as Discord (or check our list [here](#))

Be sure to inform your participants about the chat channel, how to use it, and where to find the info!

### PROMOTION CHANNELS

Promoting your event as it unfolds is crucial for engaging with your followers and increasing your reach. These promotion channels are not aimed at participants but at an external audience!

Use your usual SoMe channels to give insights on how your event is going on, offer sneak peeks, share pictures and videos of participants...

Check [the next page](#) for a complete, hands-on event day promotion strategy!

### GO LIVE! THE MIXED CHANNELS

YouTube and Facebook offer great live opportunities: don't be shy, share! Use these mixed channels to address/engage/interact with your participants and to engage with an external audience:

for the participants, these live channels are a meeting point, a get-together, a way to "have the feeling of being part of something." It's also the place for all common public activities.

for an external audience, these live sessions are a way to take part to your hackathon, see where things are, check the progress, and feel the atmosphere!



### SEPARATE THE COMMS AND PROMOTION TEAMS!

On the event day, a clear role definition for each member of your crew is very important: have all the operational members on the communication channel, and your marketing crew all hands on the SoMe deck! And don't get slowed down by technical problems: test your material beforehand, and if you plan to go live, have a dry run before the event day!



# 8.2 CREATE BUZZ

## 08 - EVENT DAY COMMS & PROMOTION



Spread the word, grow your reach and show you're part of a movement! We share with you 5 ideas for activating your event day SoMe promotion.

### MAIN HASHTAG

#DigiEduHack upper-case D, E, H  
This should be used on all SoMe posts!

### SECONDARY HASHTAGS

#DEAP - all caps  
#EUDigitalEducation - capital EU, D, E  
#EdTech - capital E, T  
These should be as much as possible on social media posts.

### CHALLENGE HASHTAGS

Craft your own challenge hashtag(s)! You can also reuse the hashtags displayed on the main DigiEduHack [Twitter account](#).

### FOLLOW US

[twitter.com/DigiEduHack](https://twitter.com/DigiEduHack)  
[facebook.com/DigiEduHack/](https://facebook.com/DigiEduHack/)  
[linkedin.com/company/digitaleducationhack](https://linkedin.com/company/digitaleducationhack)  
[instagram.com/digieduhack](https://instagram.com/digieduhack)



### DO NOT CREATE NEW SOCIAL MEDIA CHANNELS!

Use your existing SoMe channels: you will be much more efficient! Growing followers takes a lot of time.  
AS A REMINDER, DO NOT CREATE A TWITTER ACCOUNT USING THE NAME DIGIEDUHACK!

### ENGAGE WITH US!

Use the @DigiEduHack handle to interact with the central team and engage in a dialogue

### SHARE THE BACKSTAGE

Use custom hashtags to launch small/time-limited sharing happenings during your event on one specific thematic: ask your participants to share their evening meal, their work in progress, their secret weapon, ... Be inclusive, and respect the safe-space rules.

### SHARE INSIGHTS AND STORIES

Share small/edited videos from your keynote speakers, motivational quotes, encouragement, participant feedback. You could even have a meme factory!

### SHARE HIGHLIGHTS AND SUCCESSES

Ask your participants to send you self-filmed, unedited feedback videos, happy moments, team moments and spread them!

### GO LIVE!

Social media offer you an incredible platform to address audiences that you would otherwise never connect with. Use the opportunity to go live during the whole length of your event, and hold stage with short interviews, special guests, surprises, 1-to-1 messages from mentors, ...  
The sky is the limit!



# 09 - SUGGESTED TOOLS

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**9.1** Overview

**9.2** Video

**9.3** Audio

**9.4** Text

**9.5** Collaboration



# 8.1 ORGANISE YOUR CHANNELS

## 08 - EVENT DAY COMMS & PROMOTION



The flux of communication during a hackathon can be overwhelming for both participants and hosts. Luckily, with solid organisation, you can easily tackle this issue!

One simple rule: differentiate communication channels, promotion channels, and mixed channels. Choose the appropriate options for each, and stick to the plan!

### COMMUNICATION CHANNEL

This channel is dedicated to your operational communication with your participants: support, info, encouragement, ...

This channel is not public. We recommend you to use ONE single platform that will host ALL your text communications with the participants such as Discord (or check our list [here](#))

Be sure to inform your participants about the chat channel, how to use it, and where to find the info!

### PROMOTION CHANNELS

Promoting your event as it unfolds is crucial for engaging with your followers and increasing your reach. These promotion channels are not aimed at participants but at an external audience!

Use your usual SoMe channels to give insights on how your event is going on, offer sneak peeks, share pictures and videos of participants...

Check [the next page](#) for a complete, hands-on event day promotion strategy!

### GO LIVE! THE MIXED CHANNELS

YouTube and Facebook offer great live opportunities: don't be shy, share! Use these mixed channels to address/engage/interact with your participants and to engage with an external audience:

for the participants, these live channels are a meeting point, a get-together, a way to "have the feeling of being part of something." It's also the place for all common public activities.

for an external audience, these live sessions are a way to take part to your hackathon, see where things are, check the progress, and feel the atmosphere!



### SEPARATE THE COMMS AND PROMOTION TEAMS!

On the event day, a clear role definition for each member of your crew is very important: have all the operational members on the communication channel, and your marketing crew all hands on the SoMe deck! And don't get slowed down by technical problems: test your material beforehand, and if you plan to go live, have a dry run before the event day!



# 9.1 OVERVIEW

## 09 - SUGGESTED TOOLS



Regardless of the hackathon format that you choose, there are some useful tools to help you facilitate different steps of the hackathon.

Below are a few suggested sessions that may require use of the tools, but get creative as to how you leverage them to enhance your challenge!

### CHALLENGE WEBINAR

During the promotion period, you can host an informative webinar to introduce the challenge, to inform partners and stakeholders and give the audience a chance to ask questions about the hackathon.

Depending on the target audience, you can decide on a physical session or an online webinar. Either way, it is important to set up a registration link (a form, a Zoom or Microsoft Teams registration link or other) to track interest and send reminders to all registrants.

If possible, it is recommended that you record the webinar to use as promotional material for the remaining promotion period. The recording can also be sent to attendees and people showing interest in the hackathon later.

### PROJECT MEETINGS

Set up regular calls on Zoom, Google meet, Microsoft Teams or similar for your team and all stakeholders throughout the event to stay aligned on progress. In addition, it is useful to set up regular internal check-ups for your core team. A weekly cadence works well.

It is helpful to have a chat communication channel for all parties, such as Slack or Microsoft Teams.

Lastly, set up a Google Drive or Teams (Sharepoint) workspace for all parties to stay aligned on all created documents and files.

### MEET THE MENTORS

One great value add for participants and mentors alike is a pre-hackathon Meet the Mentors session, hosted either in-person or online, when teams get a chance to learn who will be coaching them during the event and can briefly pitch their starting idea to those mentors for preliminary feedback. This helps make the best use of the short 24 hours of hacking by giving teams something to think about in advance of their intensive work during the hack day(s). We will discuss this mini-event in greater depth during a [coaching call](#).

Depending on how you host this event, you may need video resources; and making a recording can come in handy for those who can't attend live.

# 9.2 VIDEO

## 09 - SUGGESTED TOOLS

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Video is essential for a dynamic hackathon, especially for online or blended events. For offline events, you may require video for a webinar or pre-hack Meet the Mentors session. Here are a few of our favourite options.

### MICROSOFT TEAMS

[Microsoft Teams](#) can be accessed for free with either a desktop application or in-browser online.

Up to 1000 participants can join a video session, and you have the option to record sessions, as well as the handy ability to send calendar invites directly to participants' emails from Teams. (You can even create a Teams meeting link directly from within Google Calendar, if you are a Gmail user!).

### ZOOM

If you have a [Zoom](#) account, Zoom provides many premium features such as the requirement to register or enter a meeting passcode, breakout rooms, webinar features, and attendance reports. It's a popular meeting option that you are sure to have encountered before, and your participants are probably comfortable with it, too.

*Be advised that free Zoom meetings are limited to 30 minutes, so this option is best if you already use Zoom.*

### GOOGLE MEETS

For anyone already using or familiar with G Suite (the collection of products including Gmail and Google Calendar, etc.), creating a [Google Meet](#) through the Calendar function - with the option to email all your attendees an invitation with reminder, agenda, and other robust features -- could be an attractive choice. You can record these sessions easily, share your screen during the call, etc -- much like Microsoft Teams or Zoom, but all in-browser.

Again this option is free of charge and can accommodate a large number of attendees, so it's a great way to go for many hosts.

# 9.3 AUDIO

## 09 - SUGGESTED TOOLS

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Regardless of the hackathon format that you choose, here are some useful tools to help you facilitate audio communication for your hackathon, if desired.

### DISCORD

[Discord](#) servers are provided to all hosts free of charge when they sign up to participate in DigiEduHack 2023, so you already have this option in place!

Simply create audio channels or initiate calls directly with other users.

Be advised that Discord offers limited video functionality, as well -- calls including up to 25 participants -- and robust texting, which we will discuss in the next section.

### SLACK

Much like Discord, [Slack](#) offers the ability to create a "Huddle" to talk with others via audio or video.

Slack offers the possibility to create different channels and groups, and it is possible to start audio or video calls within those groups. It is also possible to have personal calls between only two people.

Be advised that the free plan of Slack only offers calls between two people, and the paid plan offers calls within channels with up to 50 people.

### MICROSOFT TEAMS CALLS

You can also use [Microsoft Teams](#) for audio calls within chats, so if you are already using Teams for video -- might as well consider the audio option, too, unless you are relying heavily on e.g. your Discord server.

# 9.4 TEXT

## 09 - SUGGESTED TOOLS

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Regardless of the hackathon format that you choose, here are some useful tools to help you facilitate text communication during your hackathon.

### DISCORD

Your personal hackathon Discord server was set up to help you stay in touch with your hackers before, during, and after the hackathon -- so be sure to use it! Check out the [Discord documentation](#) on how to set up channels and assign roles, as well as share resources and other features of the server, here and in our [coaching call](#) on the subject.

### SLACK

IF you prefer to use Slack, it functions much like Discord in that it allows you to set up channels within a workspace, so you can create e.g. one channel per team; a mentor support channel; an organiser support channel; etc. See [this link](#) for more information about using Slack (which is free for most functionality, which should suffice for the duration of your hackathon and followup).

### WHATSAPP GROUPS

Depending on where you're located, your hackers might really like using [WhatsApp](#) groups to conduct text (or even some audio and video) communications. WhatsApp offers mobile, browser, and desktop versions to accommodate your preferences.

Consider this option if it is popular where you live.

# 9.5 COLLABORATION

## 09 - SUGGESTED TOOLS



Regardless of the hackathon format that you choose, there are some useful tools to help you facilitate different steps of the hackathon to enhance collaboration within your team and your hackathon participants.

### MIRO

A truly robust option for team collaboration, [Miro](#) free software version allows a digital whiteboard platform where teams can collaborate in real-time.

These whiteboards can be used to create and organize sticky notes, draw diagrams, sketch ideas, add images and files, and annotate content.

The free plan offers basic sharing settings where every board created gets shared with all team members. It is possible to control who you share your boards with in the paid plans.

### MURAL

[Mural](#) offers a wide range of features that enable teams to brainstorm, plan, and work together visually on virtual interactive whiteboards. Members can add sticky notes, text, images, drawings, and other visual elements.

The tool provides a rich library of templates and frameworks designed for specific collaboration needs, such as design thinking, project management, agile methodologies, and more.

### MICROSOFT TEAMS / SHAREPOINT

While Microsoft Teams focuses on real-time communication and collaboration, SharePoint serves as a content management system and document repository.

[Microsoft Teams](#) provides features such as instant messaging, audio and video conferencing, file sharing, and team channels. Teams allows users to create dedicated workspaces called channels, where team members can communicate, share files, and collaborate on documents.

[SharePoint](#), on the other hand, is a web-based platform that serves as a centralised repository for storing, organising, and sharing documents and other content.



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