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DIGI EDU HACK 2024

DIGI EDU HACK 2024

Host Coaching Call #3

Recruiting Participants (+ Challenge Webinars), Mentors, & Jury

#ShapingFuture

17th of May, 14:00 CEST

AGENDA: PART I - RECRUITING PARTICIPANTS

01 - PROMOTION / COMMS BEST PRACTICES

02 - MARKETING KIT

03 - ADDITIONAL GUIDELINES

04 - OTHER RECRUITEMENT ACTIVITIES

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01 PROMOTION / COMMUNICATIONS BEST PRACTICES

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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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 media platforms, organisation blog or website, and newsletter as applicable.

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01 PROMOTION / COMMUNICATIONS BEST PRACTICES

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 section 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.

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 2024

To take into consideration when communicating about DigiEduHack 2024:

Annual theme: Imagining the digital education of the future

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04 OTHER RECRUITMENT 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 you attend events in the coming months that are related to education, the 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.

AGENDA: PART II - CHALLENGE WEBINARS

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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!

WHY NOT HOST 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!

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

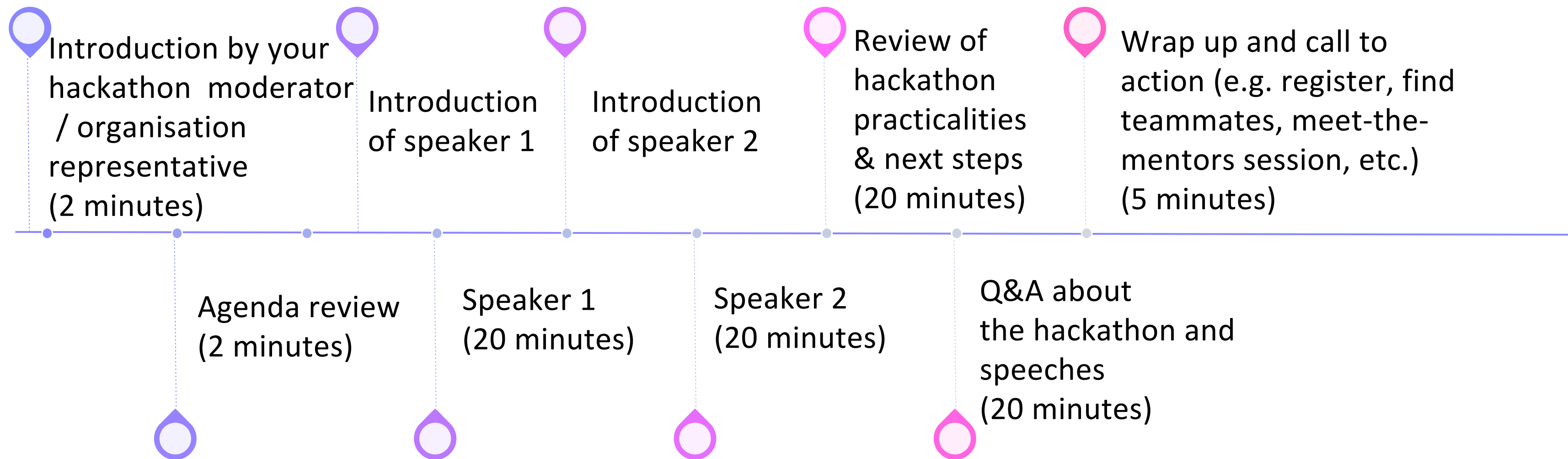**WHO SHOULD YOU INVITE TO SPEAK AT THE WEBINAR?**

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

Introduction by your hackathon moderator / organisation representative (2 minutes)

Introduction of speaker 1

Introduction of speaker 2

Review of hackathon practicalities & next steps (20 minutes)

Wrap up and call to action (e.g. register, find teammates, meet-the-mentors session, etc.) (5 minutes)

Agenda review (2 minutes)

Speaker 1 (20 minutes)

Speaker 2 (20 minutes)

Q&A about the hackathon and speeches (20 minutes)

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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

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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

AGENDA: PART III - RECRUITING MENTORS & JURY

01 - THE ROLE OF MENTORS

02 - IDENTIFYING MENTORS

03 - RECRUITING MENTORS

04 - THE ROLE OF THE JURY

05 - IDENTIFYING JUDGES

06 - RECRUITING JUDGES

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RECRUITING MENTORS

01 THE ROLE OF MENTORS

Learning

Guidance and Support

Networking   **Validation of Ideas**

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GUIDANCE AND SUPPORT

Hackathons are **fast-paced events** where participants need to ideate, build, and present their projects within a limited timeframe.

Mentors provide guidance, support, and expertise to participants, helping them overcome challenges and make **progress**.

01 THE ROLE OF MENTORS

LEARNING

Mentors bring a wealth of experience and knowledge to the table. They can teach participants new skills, best practices, and innovative approaches to problem-solving – making the hackathon a valuable **learning experience**.

01 THE ROLE OF MENTORS

VALIDATION OF IDEAS

Mentors can help **validate the feasibility and potential** of participants' ideas. Their feedback can be instrumental in redefining concepts and ensuring that projects have a viable direction. Mentors can also have valuable insights into already existing solutions, so teams can avoid duplicating existing work.

01 THE ROLE OF MENTORS

NETWORKING

Mentors often come from various industries and backgrounds, which allows participants to establish valuable connections and expand their professional network.

Mentors can be a powerful **driver for recruitment** of participants.

Mentors will navigate from team to team, fostering meaningful interactions and **connections** with participants.

02 IDENTIFYING MENTORS

Define the Expertise Needed
Identify the specific skills and knowledge required for the hackathon.

Encourage Diversity
Strive for diversity among mentors and jury members to bring in different perspectives and experiences.
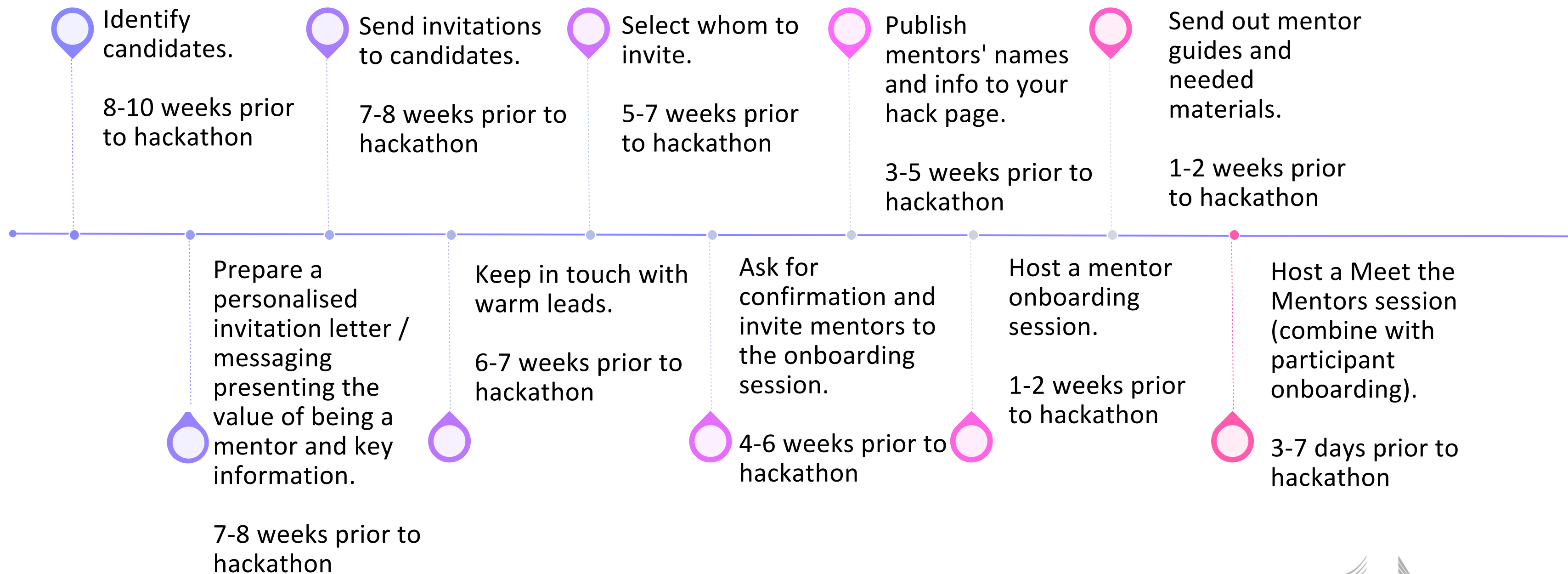
Utilise Personal Networks
Tap into your personal network and ask for referrals for potential mentors and judges.

Provide Clear Expectations
Clearly communicate the roles, responsibilities, and time commitment expected from mentors.

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03 RECRUITING MENTORS

Identify candidates.

8-10 weeks prior to hackathon

Prepare a personalised invitation letter / messaging presenting the value of being a mentor and key information.

7-8 weeks prior to hackathon

Send invitations to candidates.

7-8 weeks prior to hackathon

Keep in touch with warm leads.

6-7 weeks prior to hackathon

Select whom to invite.

5-7 weeks prior to hackathon

Ask for confirmation and invite mentors to the onboarding session.

4-6 weeks prior to hackathon

Publish mentors' names and info to your hack page.

3-5 weeks prior to hackathon

Host a mentor onboarding session.

1-2 weeks prior to hackathon

Send out mentor guides and needed materials.

1-2 weeks prior to hackathon

Host a Meet the Mentors session (combine with participant onboarding).

3-7 days prior to hackathon

03 RECRUITING MENTORS

IDENTIFY CANDIDATES

Section 02 – IDENTIFYING MENTORS – covers in detail the steps to follow and best practices.

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THE INVITATION

Prepare an invitation letter / messaging

Your message should :

- quickly cover what DigiEduHack is, for context

- what your challenge is about

- how their profile relates to the challenge

- why and when you need them

- what's in it for them

Link to invitation letter template:

https://discord.com/channels/108997086459174970/1156482940918841354/1156483747609329754

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03 RECRUITING MENTORS

SEND INVITATIONS TO CANDIDATES

Email: if you are reaching out to more than a couple dozen candidates, think about using a tool with **merge fields** to keep the names personalised. The same tool you use for participant outreach will work well.

Phone calls: highly **effective** when possible.

Social media: strongly advised to **leverage** LinkedIn search and InMails.

SELECT YOUR MENTORS

Advised mentor to team ratio: 1 mentor for every 3-4 teams

Out of the people you have contacted and who have shown interest, select a fitting and **balanced** amount based on your requirements and envisioned number of teams.

Keep in mind **diversity** when making your final selection.

Always have a pitching/presentation mentor.

CONFIRM COMMITMENT

Make sure you have total buy-in of your mentors. It is always good practice to book one extra mentor of the most crucial expertise in case there is a cancellation.

An easy way to collect confirmations and needed materials is to create and send a form. Ask for the following:

- confirmation
- personal data (name, email and phone)
- title and organisation (if any)
- consent to publish their names, photos and LinkedIn account link
- picture and LinkedIn account link
*Always good to add a save the date to the onboarding sessions.

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03 RECRUITING MENTORS

PUBLISH YOUR MENTORS

There is a section on the hackathon challenge pages dedicated to showcasing your mentors.

Adding the mentors to your challenge page can **attract** participants based on the mentors' profiles and organisations they are representing.

RECRUITING JUDGES

04 THE ROLE OF THE JURY

Feedback for Improvement

Evaluation of Projects

Recognition and Incentive

Fair and Objective Evaluation

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04 THE ROLE OF THE JURY

EVALUATION OF PROJECTS

The jury consists of **experts** and **professionals** who impartially assess the projects developed during the hackathon.

They evaluate the projects according to the evaluation grid provided. Find the evaluation grid in the website resources.

FAIR AND OBJECTIVE EVALUATION

Having a diverse panel of judges ensures a fair and objective evaluation process. Different perspectives and expertise can lead to a more **comprehensive and unbiased** assessment.

It is fine if some of your judges are also mentors. However, a mentor-judge should split their time as equally as possible between all teams. Teams could perceive a mentor-judge spending more time with some teams as an unfair advantage.

RECOGNITION AND INCENTIVE

Winning a hackathon can be a significant achievement for participants, providing recognition for their hard work and innovation. Being awarded by a prestigious/ professional panel of judges adds **credibility** to the event and **motivates** participants to give their best effort.
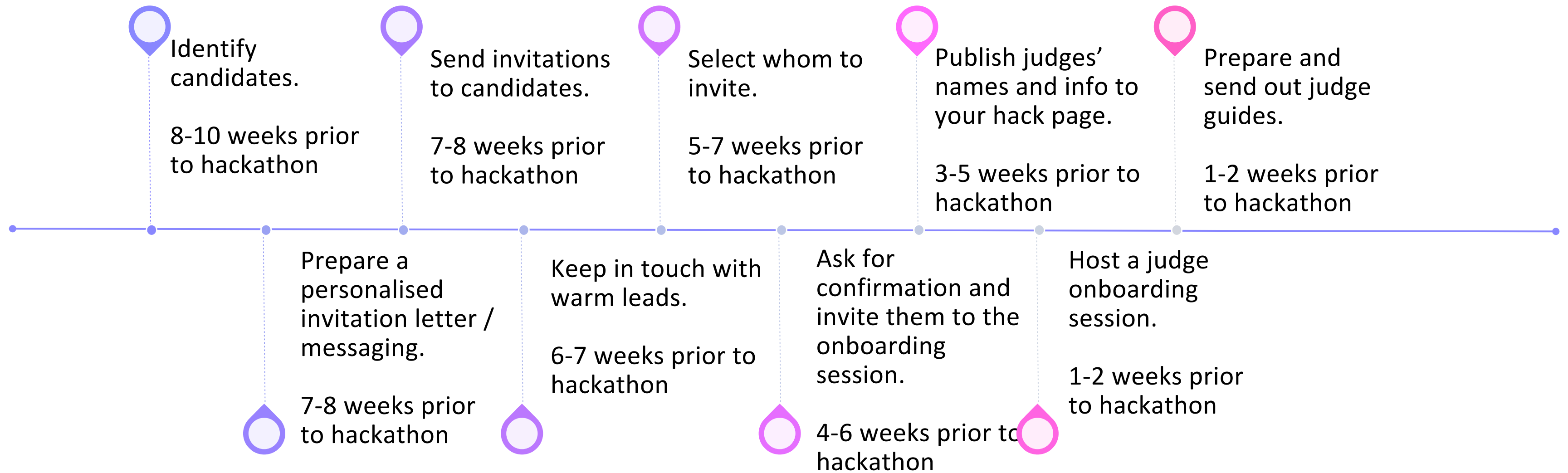
05 IDENTIFYING JUDGES

Define the Expertise Needed
Identify the specific skills and knowledge required for the hackathon.

Encourage Diversity
Strive for diversity in the jury panel to bring in different perspectives and experiences

Utilise Personal Networks
Tap into your personal network and ask for referrals.

Provide Clear Expectations
Clearly communicate the roles, responsibilities, and time commitment expected from mentors.

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06 RECRUITING JUDGES

Identify candidates.

8-10 weeks prior to hackathon

Send invitations to candidates.

7-8 weeks prior to hackathon

Select whom to invite.

5-7 weeks prior to hackathon

Publish judges' names and info to your hack page.

3-5 weeks prior to hackathon

Prepare and send out judge guides.

1-2 weeks prior to hackathon

Prepare a personalised invitation letter / messaging.

7-8 weeks prior to hackathon

Keep in touch with warm leads.

6-7 weeks prior to hackathon

Ask for confirmation and invite them to the onboarding session.

4-6 weeks prior to hackathon

Host a judge onboarding session.

1-2 weeks prior to hackathon

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06 RECRUITING JUDGES

IDENTIFY CANDIDATES

Section 05 – IDENTIFYING JUDGES - covers in details the steps to follow and best practices.

06 RECRUITING JUDGES

THE INVITATION

Prepare an invitation letter / messaging.

Your message should :

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SEND INVITATIONS TO CANDIDATES

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Phone calls: highly **effective** when possible.

Social media: strongly advised to **leverage** LinkedIn search and InMails.

06 RECRUITING JUDGES

SELECT YOUR JUDGES

Advised 3 to 5 judges in the panel. If you are dealing with more than 15 teams, aim for 4 to 6 judges divided in 2 panels and each pre-screens half the teams.

Out of the people you have contacted and who have shown interest, select a fitting and **balanced** number based on your requirements and envisioned number of teams.

Keep in mind **diversity** when making your final selection.

CONFIRM COMMITMENT

Make sure you have the total buy-in of your judges.

An easy way to collect confirmations and needed materials is to create and send a form. Ask for the following:

- confirmation

- personal data (name, email and phone)

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- consent to publish their names, photos and LinkedIn account link

- picture and LinkedIn account link

*Always good to add a save the date to the onboarding sessions.

06 RECRUITING JUDGES

PUBLISH YOUR JUDGES

There is a section on the hackathon challenge pages dedicated to showcasing your judges.

Take the usual steps to editing your hackathon webpage. Adding the jury to your challenge page can **attract** interested participants based on the mentors' profiles and organisations they are representing.

HOST AN ONBOARDING SESSION

2-3 weeks before the event starts, schedule a meeting with all your judges. Present the project in more detail. What is the challenge about?

Explain how the evaluation **process** takes place (pitches, Q&A, deliberation). Present the evaluation grid and try to build bridges between the grid and your challenge through examples. You can use the guide as a reference for content.

Make sure to emphasise the judges' **schedule** within the event.

FOLLOW UP

Prepare and distribute the jury guide and needed materials.

To follow up on the onboarding session, send out the **presentation material** and recording of the onboarding session.

Prepare a **guide** and send it out with the session materials. The point of the guide is to summarise all the information judges could need during the event. See an example [here](#).

It is always good to send a **calendar invitation** for the event day and time when judges are expected.

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YOUR QUESTIONS

contact@digieduhack.com

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