



9-10 NOV. 2021
IN EUROPE AND BEYOND

THE COMPLETE GUIDE FOR HOSTS

A step-by-step guide to a successful event!

version_06.01

Suitable for

IN-PERSON EVENT

ONLINE EVENT

digieduhack.com

HOW TO USE THIS GUIDE?

THE COMPLETE GUIDE FOR HOSTS is fully navigable!

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

The **lilac blocks** and the **pink blocks** are active links that will open a new window in your browser. The **light blue blocks** indicate pending content.

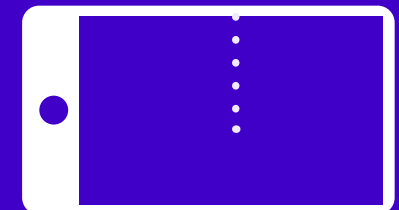
The screenshot shows a page titled '7.2 ACTIVATE YOUR EVENT DAY PROMOTION!' with a sub-header '7. EVENT DAY COMM & PROMOTION'. It includes a 'MAIN HASHTAG' section with '#DigEduHack' and a 'SECONDARY HASHTAGS' section with '#WeRedefineLearning' and '#EUDigitalEducation'. There are also 'CHALLENGE HASHTAGS' and a 'FOLLOW US' section with social media links. A list of five numbered tips is provided, including 'ENGAGE WITH US!', 'SHARE THE BACKSTAGE', 'SHARE INSIGHTS AND STORIES', 'SHARE HIGHLIGHTS AND SUCCESSES', and 'BE ALIVE!'. At the bottom, there is a 'DO NOT CREATE NEW SOCIAL MEDIA CHANNELS!' warning. The page is part of 'THE COMPLETE HOST GUIDE' for 'DIGI EDU HACK 2020'.

Use the hamburger menu to go back to the main summary.

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



THE
COMPLETE
GUIDE FOR HOSTS



GLOSSARY

CHALLENGE

A challenge is an education-related issue that a host will put up to be solved by participants. Ex: "how to increase the amount of girls in STEM classes in Eastern-European countries?" A challenge can be local or global. The outcome of a challenge is to gather solutions attempting to bring an answer to the question asked.

CENTRAL TEAM

The Central Team is the DigiEduHack crew in charge of answering all the hosts' needs.

EVENT

An event - or a DigiEduHack event - is a "local" online/in-person/ blended happening that gathers participants around a challenge and features speakers, mentors, a jury, a competition... The outcome of an event is to get together, share, care and select one winning solutions attempting to solve the event's challenge.

HOST

A host - actually it's a whole team! - is in charge of organizing a local DigiEduHack event. A host is also called "challenge owner".

MAIN STAGE EVENT

The Main Stage Event (MSE) is the live scene that links all local DigiEduHack events from all around the world. The MSE is a high-level event, featuring inspirational speakers. This year the MSE is hosted by the Slovenian Presidency of the Council of the European Union in cooperation with the International Research Center on Artificial Intelligence (IRCAI) under the auspices of UNESCO.

PARTICIPANT

A participant is someone joining a DigiEduHack challenge and taking part in the related event.

THEME

A theme is chosen by a host as the topical area to which their challenge belongs. There are 8 DigiEduHack themes: <https://digieduhack.com/en/themes>



THE
COMPLETE
GUIDE FOR HOSTS

0. FOREWORD

**LET'S DO THIS TOGETHER ON
9-10 NOV 2021!**

Welcome to DigiEduHack 2021!

Thanks for registering as a host.

This guide will walk you through the whole process, from building your challenge, to recruiting participants, to running the challenge day.

Together, we create digital education solutions for a sustainable world.



THE
COMPLETE
GUIDE FOR HOSTS

1. SUMMARY

2 BUILD THE FOUNDATIONS

3 RECRUIT PARTICIPANTS

4 EVENT DAY PLANNING **IN-PERSON CHALLENGE**

5 EVENT DAY PLANNING **ONLINE CHALLENGE**

6 EVENT DAY LOGISTICS

7 EVENT DAY COMM & PROMOTION

8 CONTACTS



THE
COMPLETE
GUIDE FOR HOSTS



2. BUILD THE FOUNDATIONS

2.1 Bring the core crew together

2.2 Craft your challenge

2.3 Plan ahead: timeline+checklist

2.4 Get your event crew on board

2.5 Intellectual property guidelines



THE
COMPLETE
GUIDE FOR HOSTS

COVID-19 note

As a host, please pay extreme attention and absolutely follow all the local official laws/rules/recommendations applying to the COVID-19 situation in your area.

2. BUILD THE FOUNDATIONS

2.1 BRING THE CORE CREW TOGETHER



IN-PERSON EVENT

ONLINE EVENT

Organising an online or in-person 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 simple 3-persons 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 roles and 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 2021 challenge and coordinating all the people taking part in the project.

On the event day, the project manager is all hands on the 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 engage both with participants and potential recruits.

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

CONSULTANT / MENTOR

The consultant / mentor is not involved in the project day-by-day but takes part to the main steering and strategical decisions. This role is typically devoted to an enthusiastic senior member of your institution, with a consequent network, important mobilizing 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.



THE
COMPLETE
GUIDE FOR
HOSTS



YOU'RE NOT ALONE

DigiEduHack is a community: there will always be someone to help you, whatever the issue. From the central team to fellow hosts, we all collaborate in order to make this experience the most positive possible! You can always contact us: contact@digieduhack.com

2. BUILD THE FOUNDATIONS

2.2 CRAFT YOUR CHALLENGE



IN-PERSON EVENT

ONLINE EVENT

For 2021 again, in order to increase the mobilization and the engagement of the participants, hosts can offer only one single challenge to their participants. The theme of the challenge can be chosen among the 8 propositions featured on digieduhack.com/en/themes

Whatever your experience in hackathons, **crafting your challenge is a fundamental step: the challenge will determine who will 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!

- watch our [free challenge building webinar](#)
- use the [challenge building canvas](#) to start crafting your challenge
- [get inspired](#) to start crafting your challenge
- formulate your challenge, discuss it, question it, polish it
- ready to post your challenge to the DigiEduHack community? It's time to create your event pages. 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 you and your team to have a look at our [experts' webinar](#), and to check our [challenge building canvas](#). Once you're ready, upload your challenge on your event pages on digieduhack.com.

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 has no secret for you.

When you're ready, upload your challenge on your event pages on digieduhack.com.



THE
COMPLETE
GUIDE FOR
HOSTS



THE FIRST STONE

From your challenge depends a large part of the success of your event! 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. BUILD THE FOUNDATIONS

2.3 PLAN AHEAD: TIMELINE+CHECKLIST



IN-PERSON EVENT

ONLINE EVENT

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! You're a bit lost? We are here for you: contact@digieduhack.com

STEP 1 PLAN

- Create your draft concept note for the innovation gap and strategic need and focus area
- Secure buy-in/budget as necessary
- 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 experts, judges etc.
- Identify the tools to use
- Identify possible incentives/prize to offer to winning participant team(s)

STEP 2 COMMUNICATE

- Select your final challenge
- Use the hackathon canvas to capture key information for the challenge
- Frame an inspiring challenge statement
- Create your marketing plan & your assets
- Decide on where all communications will take place: technical communications with participants, motivation communication, announcements, ...
- Plan and start rolling out your promotion
- Recruit your event crew

STEP 3 RECRUIT

- Recruit participants NOW! See more tips on the [section 3](#) of this guide!
- Don't overcomplicate: recruit first among your own network, then cast larger.
- Fill-up your pages on digieduhack.com: add resources (videos, pdfs, ...) to make your challenge more engaging, give the timeline of your event, ...
- Produce/record all the material you'll need on event-day



THE
COMPLETE
GUIDE FOR
HOSTS



CENTRALIZE 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 chat boards (check our [tool box](#)). Your promotion can be multichannel but your communication to participants must be kept as simple as possible!

2. BUILD THE FOUNDATIONS

2.4 GET YOUR EVENT CREW ON BOARD



IN-PERSON EVENT

ONLINE EVENT

The event 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

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, initiate exercises, announce the workshops, remind the participants to get some rest, ...

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

MENTORS

They are the pillars on which the participants will lean on to think faster and further. Bold mentors empowers teams to reach bold solutions, The mentors are the midwives of your hackathon: they help the rise of fantastic ideas. More about the mentors [here](#) for an in-person event and [here](#) for an online event

VOLUNTEERS

The volunteers are a crew-in-the-crew: they will be everywhere, at all levels: from social media posts to managing the logistic of a last minute order of vegan pizza at 3:34AM they will save you a lot of stress. Whether you plan an in-person 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 host 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!

In-person 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, screenshots, have some fun sessions together and record everything... Be creative and have a super skilled content editor to put everything together!



THE
COMPLETE
GUIDE FOR
HOSTS



REMEMBER TO BE INCLUSIVE IN YOUR CREW!

DigiEduHack is based on inclusivity! This applies also when it comes to choosing your EVENT CREW: try to go off the beaten paths, call out for your grassroots networks, don't be afraid of personalities and bigger than life characters! Remember that the event day crew has to have skills but also a lot of charisma!

2. BUILD THE FOUNDATIONS

2.5 INTELLECTUAL PROPERTY GUIDELINES



IN-PERSON EVENT

ONLINE EVENT

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.

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!



THE
COMPLETE
GUIDE FOR
HOSTS



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 start, make sure that your MC / facilitator will read and explain these guidelines, even briefly. Better safe than sorry!



3. RECRUIT PARTICIPANTS

3.1 Create your event pages on digieduhack.com

3.2 Target your participants

3.3 Recruit on social media

3.4 The sign-up process

3.5 Keep the contact



THE
COMPLETE
GUIDE FOR
HOSTS

COVID-19 note

As a host, please pay extreme attention and absolutely follow all the local official laws/rules/recommendations applying to the COVID-19 situation in your area.

3. RECRUIT PARTICIPANTS

3.1 CREATE YOUR EVENT PAGES



IN-PERSON EVENT

ONLINE EVENT

- 1 Ready to create your official page for your DigiEduHack event?**
Log in <https://digieduhack.com/en/log-in>
- 2 Follow the steps: we provide you with everything you need!**
you're a few clicks away from having your official event page ready, featuring your challenge, your event timeline, your jury and more!
- 3 You want to attract more participants?**
Upload videos, photos, logos, extra-content on your page, make your event and your challenge more attractive!
- 4 Your page are ready**
You can use your event's URL to start promoting and recruiting.



THE
COMPLETE
GUIDE FOR
HOSTS



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 directly your potential recruits!

3. RECRUIT PARTICIPANTS

3.2 TARGET THE RIGHT PARTICIPANTS

IN-PERSON EVENT

ONLINE EVENT

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-made 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, centers for entrepreneurship, local start-up networks, local incubators, companies and NGOs focusing on digital education, ...

3

THE EXTRA MILE ON SOCIAL MEDIA

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

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

Check the next page for more details!



THE
COMPLETE
GUIDE FOR
HOSTS



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 make people co-create!

3. RECRUIT PARTICIPANTS

3.3 RECRUIT ON SOCIAL MEDIA



IN-PERSON EVENT

ONLINE EVENT

Follow the central DigiEduHack accounts: twitter.com/DigiEduHack facebook.com/DigiEduHack/ linkedin.com/company/digitaleducationhack instagram.com/digieduhack

Go social, it's 2021! 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, 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 resolution. Engage with your audience, stir up the interest and attract more participants.

Searching for inspiration? We have you covered!

Follow [@DigiEduHack](https://twitter.com/DigiEduHack) on Twitter, have a look at our [Flipboard!](#)

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

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

SoMe dialog = 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](#).

- Try to 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



THE
COMPLETE
GUIDE FOR
HOSTS



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. RECRUIT PARTICIPANTS

3.4 THE SIGN-UP PROCESS

IN-PERSON EVENT

ONLINE EVENT



WHAT HAPPENS WHEN A PARTICIPANT LANDS ON YOUR SIGN-UP PAGE?

As stated previously, it is utterly important that you use your event pages URL in all your promotion: all your leads land at the same place, ready to sign-up! What do we ask in the sign-up form? Check below:

MANDATORY FIELDS IN THE SIGN-UP FORM (Participants have to fill these)

Profile (teacher, educator, ...)
Participation in a team or alone
Name
Email
Professional details: current university/company
What is your motivation to join DigiEduHack 2021?
Do you already have a solution idea?
How did you find out about DigiEduHack?

OPTIONAL FIELDS IN THE SIGN-UP FORM (Participants can fill these if they want)

Phone number
Skype id
T-shirt size
Special dietary or other needs/requests
Previous participation in a hackathon
Experience in the area of digital education



THE
COMPLETE
GUIDE FOR
HOSTS



SET DEADLINES!

In order to build a momentum around your event, set up precise deadlines for signing-up, and communicate them around. This will help you to engage more on the “fear of missing out” a great event.

3. RECRUIT PARTICIPANTS

3.5 KEEP THE CONTACT

IN-PERSON EVENT

ONLINE EVENT



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: expect an average of 30 to 50% dropout rate between the sign-in and the event.

There is a way to avoid this: keep the contact, and regularly address directly your participants. You can send plain-text, short, engaging emails or use a mass-mailing client for elaborated HTML content. Feel 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 judges, develop on the prizes and the benefits of taking part to 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 go concrete: remind the deadlines, have a call to join a team for the lone souls, start teasing about the main event and the day's animations, get practical and focus on the most answered questions that your participants may have.

THE WEEK BEFORE THE EVENT

Rhythm: communication every day

Content: this is the last straight line! At that 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, sent the event road map/schedule, send one email that lists all your communication channels, and LAUNCH!

IMPORTANT: ask participants to cancel their participation if they think they cannot attend the event. They can do it on your event pages.



THE
COMPLETE
GUIDE FOR
HOSTS



SLIGHTLY OVERBOOK!

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



4. EVENT DAY PLANNING IN-PERSON EVENT

4.1 Overview

4.2 Detailed view



THE
COMPLETE
GUIDE FOR
HOSTS

COVID-19 note

As a host, please pay extreme attention and absolutely follow all the local official laws/rules/recommendations applying to the COVID-19 situation in your area.

4. EVENT DAY PLANNING / IN-PERSON EVENT

4.1 OVERVIEW

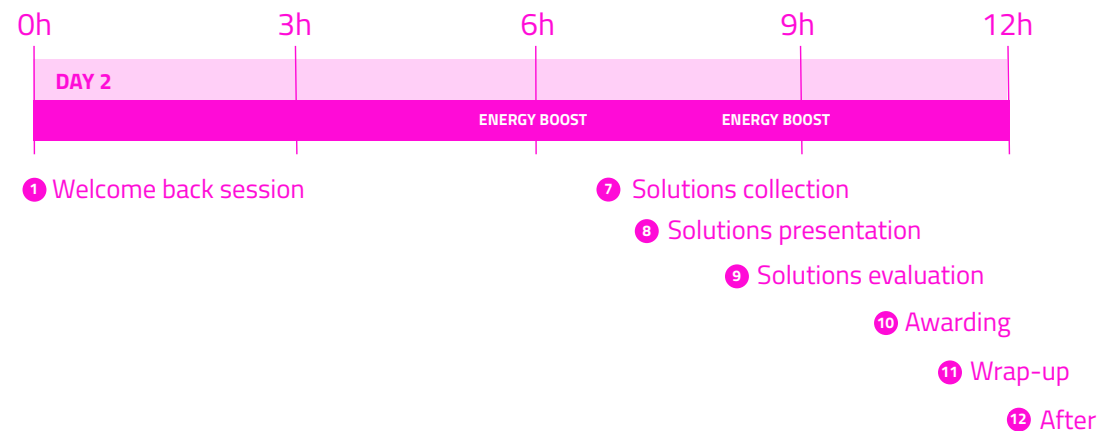
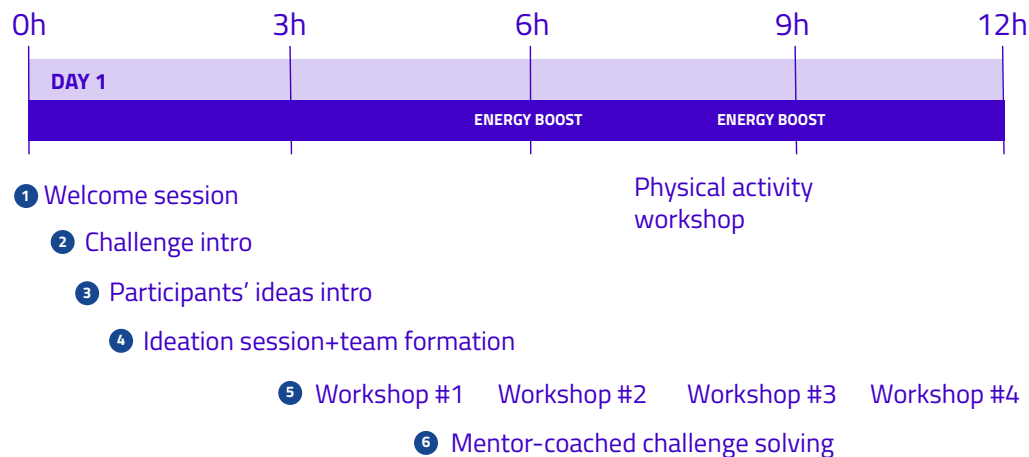


IN-PERSON EVENT

ONLINE EVENT

The more you plan in 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 2x 8 hours, ... Below is a typical event day timeline for running a successful DigiEduHack In-person 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!



THE
COMPLETE
GUIDE FOR
HOSTS



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!

4. EVENT DAY PLANNING / IN-PERSON EVENT

4.2 DETAILED VIEW 1/5



IN-PERSON EVENT

ONLINE 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 organizers, mentors, ...
- 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 much lighter!

2

CHALLENGE INTRO

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

Inspirational short sessions on the topic are a good start of 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.

3

PARTICIPANTS' IDEAS INTRO

While some participants may come with ideas / projects they want to work on, many will come 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.



THE
COMPLETE
GUIDE FOR
HOSTS



DON'T BE BORING!

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

4. EVENT DAY PLANNING / IN-PERSON EVENT

4.2 DETAILED VIEW 2/5



IN-PERSON EVENT

ONLINE EVENT

4

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 navigation rule:

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

How you're going to achieve this depends on the size of your event.

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

some participants may be subject matter experts who may 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.

5

SUPPORT+COACHING: 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, ...

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



THE
COMPLETE
GUIDE FOR
HOSTS



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.

4. EVENT DAY PLANNING / IN-PERSON EVENT

4.2 DETAILED VIEW 3/5



IN-PERSON EVENT

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.

7

SOLUTIONS COLLECTION

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

Make sure that only ONE SOLUTION PER TEAM is uploaded! Leave some time for participants to login 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** (it's the same canvas they will use when uploading their solution on the website)+ any additional material: sketch/visualizations, video explanation, prototype, ... DigiEduHack is an inclusive event. No solution can be dismissed on the sole basis of not having additional material.

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.

Try to keep this session under 1 hour, make it as lively as possible!



THE
COMPLETE
GUIDE FOR
HOSTS



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.

4. EVENT DAY PLANNING / IN-PERSON EVENT

4.2 DETAILED VIEW 4/5



IN-PERSON EVENT

ONLINE EVENT

MORE THAN 15 TEAMS? WELL DONE! TRY THIS:

1. Have additional 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 to not make this session 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 have a presentation round, where the teams get to present their idea as an elevator pitch during 1-2 minutes. You can also invite sponsors and other interested people to this presentation round and also later to the award ceremony.

9

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 criteria. More detailed info in the provided [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!

10

AWARDING THE WINNERS

After the presentation of all the ideas you can have a short award 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 award ceremony so they can choose the winners.

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



THE
COMPLETE
GUIDE FOR
HOSTS



THE SIZES 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!

4. EVENT DAY PLANNING / IN-PERSON EVENT

4.2 DETAILED VIEW 5/5



IN-PERSON EVENT

ONLINE EVENT

11

WRAP-UP

If possible, provide at least 30 minutes for feedback and closing the event. There is a feedback from integrated to your event pages: you can ask participants to fill it on the spot!

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 arrive.

12

AFTER THE EVENT

Once you have had some sleep:

- 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



THE
COMPLETE
GUIDE FOR
HOSTS



DON'T LOOSE THE MOMENTUM!

Congratulations for having organised your DigiEduHack 2021 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 capitalize on what you just created!



5. EVENT DAY PLANNING ONLINE EVENT

5.1 What do you need to run your online hackathon?

5.2 Overview

5.3 Detailed view



THE
COMPLETE
GUIDE FOR
HOSTS

COVID-19 note

As a host, please pay extreme attention and absolutely follow all the local official laws/rules/recommendations applying to the COVID-19 situation in your area.

5. EVENT DAY PLANNING / ONLINE EVENT

5.1 WHAT DO YOU NEED TO RUN YOUR ONLINE HACKATHON?



IN-PERSON EVENT

ONLINE EVENT

There is no “single way” to run an online 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 your participants so they actually feel they are part of something! Below are

three examples of architectures that you can use either as inspiration or as is. And feel free to contact us at contact@digieduhack.com with any question you may have! [You can also read our article on the topic!](#)

1 THE MINIMAL 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 participants registration, challenge display, info on your organisation, solution upload
- **an omnichannel chat board** (check our list [here](#)) 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 board's URL! You can initiate the communication with your participants using a good'ol email!
- **a visual meeting tool** (check our list [here](#)) for the meet-ups and the get-togethers

2 THE JOURNEY APPROACH

This approach requires some skill acquisition but allows you to corral your participants through a journey that will help them to deliver the best possible solution to your challenge. You'll need:

- **the previous three elements**
- **a dedicated platform** that will help you to create a participant journey and will provide a convenient way to judge the solutions. This platform can be a learning management system that you adapt to your hackathon or a dedicated hackathon platform (check our list [here](#))

For this edition of DigiEduHack, we provide all hosts access to a dedicated LMS platform to run their hackathon (conditions may apply): drop us a line of interest > contact@digieduhack.com

3 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 pages for the participant registration, the challenge display, the info on your organisation, and most importantly for your participants to upload their solution.

IMPORTANT!

A solution for a DigiEduHack challenge that has not been uploaded via digieduhack.com will not be examined by our jury and will not be considered for the global contest!



THE
COMPLETE
GUIDE FOR
HOSTS



CHECK OUR COMPLETE TOOL LIST

We have set up an almost exhaustive [tool list](#) of all the apps that you can use to run your online hackathon. This list is updated frequently so don't forget to check it often! And if you think we forget an app that should be in the list, let us know at contact@digieduhack.com!

5. EVENT DAY PLANNING / ONLINE EVENT

5.2 OVERVIEW

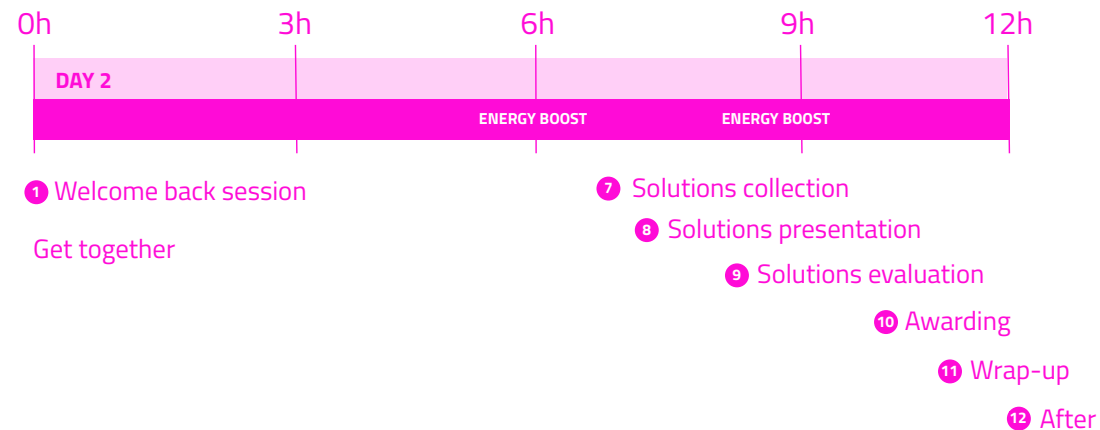


IN-PERSON EVENT

ONLINE EVENT

Just as for an In-person 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).

As a host, you are free to plan the span of your event the way you want: it can be 2 x12 hours, or 2x 8 hours, ... Below is a typical event day timeline for running a successful DigiEduHack In-person 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!



THE
COMPLETE
GUIDE FOR
HOSTS



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. EVENT DAY PLANNING / ONLINE EVENT

5.3 DETAILED VIEW 1/5



IN-PERSON EVENT

ONLINE EVENT

1

WELCOME SESSION

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 (schedule, sessions, ...)
- remind everyone the main online meeting point you chose!

The welcome back session is also important but should be kept shorter!

2

CHALLENGE INTRO

Send inspiration to your participants! Ask your experts to give an introduction on the challenge: why this particular challenge, what's in 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 of 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 impulse!

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, by precisely explaining their needs.



THE
COMPLETE
GUIDE FOR
HOSTS



DON'T BE BORING!

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

5. EVENT DAY PLANNING / ONLINE EVENT

5.3 DETAILED VIEW 2/5



IN-PERSON EVENT

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 you organising workshops only around your chosen theme. To be efficient and keep a high level of interaction, try to limit the number of participant 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, presentation/pitching and communication techniques

5

MENTOR-COACHED CHALLENGE SOLVING

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

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.



THE
COMPLETE
GUIDE FOR
HOSTS



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. EVENT DAY PLANNING / ONLINE EVENT

5.3 DETAILED VIEW 3/5



IN-PERSON EVENT

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 ready for proofing!

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.

7

SOLUTIONS COLLECTION

Almost done! Time to call for all the teams to upload their solution on your event pages, via the “upload a solution” button.

Make sure that only ONE SOLUTION PER TEAM is uploaded! Leave some time for participants to login 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** (it's the same canvas they will use when uploading their solution on the website)+ any additional material: sketch/visualizations, video explanation, prototype, ... DigiEduHack is an inclusive event. No solution can be dismissed on the sole basis of not having additional material.

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.

Try to keep this session under 1 hour, make it as lively as possible!



THE
COMPLETE
GUIDE FOR
HOSTS



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.

5. EVENT DAY PLANNING / ONLINE EVENT

5.3 DETAILED VIEW 4/5



IN-PERSON EVENT

ONLINE EVENT

9

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 criteria. More detailed info in the provided [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!

10

AWARDING THE WINNERS

After the presentation of all the ideas you can have a short award 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 award ceremony so they can choose the winners. You can have a little get together or a fun session while the teams are waiting for the results!

11

WRAP-UP

If possible, provide at least 30 minutes for feedback and closing the event. There is a feedback form integrated to your event pages: you can ask participants to fill it on the spot!



THE
COMPLETE
GUIDE FOR
HOSTS



THE SIZES 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!

5. EVENT DAY PLANNING / ONLINE EVENT

5.3 DETAILED VIEW 5/5



IN-PERSON EVENT

ONLINE EVENT

12

AFTER THE EVENT

Once you have had some sleep:

- Fill in the online reporting document available on the website. Deadline: **TBA**
- 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



THE
COMPLETE
GUIDE FOR
HOSTS



DON'T LOOSE THE MOMENTUM!

Congratulations for having organised your DigiEduHack 2021 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 capitalize on what you just created!



6. EVENT DAY LOGISTICS

6.1 In-person event

6.2 Online event



THE
COMPLETE
GUIDE FOR
HOSTS

COVID-19 note

As a host, please pay extreme attention and absolutely follow all the local official laws/rules/recommendations applying to the COVID-19 situation in your area.

6. EVENT DAY LOGISTICS

6.1 IN-PERSON EVENT



IN-PERSON EVENT

ONLINE EVENT

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

2

FOOD & BEVERAGES

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

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

When catering 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 healthiest the food, the more performing the participants will be!

3

REST, NAP, SLEEP, ENERGIZE

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 and inflatable mattresses if needed.

Don't forget to energize 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, ...



THE
COMPLETE
GUIDE FOR
HOSTS



#BEINCLUSIVE 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!**

6. EVENT DAY LOGISTICS

6.1 IN-PERSON EVENT



IN-PERSON EVENT

ONLINE EVENT

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 omnichannel chat board to keep your participants informed on where is what, and engage with them!

More details on this topic [here](#).

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

Additionally you can give access to

- mind games / Lego Serious Play
- a bigger screen per team



THE
COMPLETE
GUIDE FOR
HOSTS

6. EVENT DAY LOGISTICS

6.2 ONLINE EVENT



OFFLINE EVENT

ONLINE EVENT

1

COMMUNICATION WITH YOUR PARTICIPANTS

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

More details on this topic [here](#).

2

FOOD & BEVERAGES

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

Remind your participants to be 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 as a get-togethers or set up a special 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 something.

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



THE
COMPLETE
GUIDE FOR
HOSTS



#BEINCLUSIVE 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. EVENT DAY COMM & PROMOTION

7.1 Organise your channels

7.2 Activate your event day promotion!



THE
COMPLETE
GUIDE FOR
HOSTS

COVID-19 note

As a host, please pay extreme attention and absolutely follow all the local official laws/rules/recommendations applying to the COVID-19 situation in your area.

7. EVENT DAY COMM & PROMOTION

7.1 ORGANISE YOUR CHANNELS



IN-PERSON EVENT

ONLINE EVENT

The flux of communication during a hackathon can be overwhelming for both participants and hosts. Luckily, with a 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 ONE single platform that will host ALL your communications with the participants such as an omnichannel chat board (check our list [here](#))

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

PROMOTION CHANNELS

Promoting your event as it unfurls 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, have 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 channel 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 the things are, check the progress and feel the atmosphere!



THE
COMPLETE
GUIDE FOR
HOSTS



SEPARATE THE COMM AND PROMOTION TEAMS!

On the event day, a clear role repartition for each member of your crew is utterly 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: try your material beforehand, and if you plan to go live, have a test run before the event day!

7. EVENT DAY COMM & PROMOTION

7.2 ACTIVATE YOUR EVENT DAY PROMOTION!



IN-PERSON EVENT

ONLINE EVENT

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 HASHTAG

#EUDigitalEducation upper-case E, U, D, E

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

facebook.com/DigiEduHack/

linkedin.com/company/digitaleducationhack

instagram.com/digieduhack

1

ENGAGE WITH US!

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

2

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.

3

SHARE INSIGHTS AND STORIES

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

4

SHARE HIGHLIGHTS AND SUCCESSES

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

5

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!



THE
COMPLETE
GUIDE FOR
HOSTS



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!



9-10 NOV. 2021
IN EUROPE AND BEYOND

Contacts

Ida Andersson

DigiEduHack project manager
Central team

+358 50 464 8094
ida.m.andersson@aalto.fi

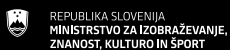
Laurent Chmiel

DigiEduHack comm specialist
Central team

+358 50 464 8094
laurent.chmiel@aalto.fi

Central team

DigiEduHack general contact
contact@digieduhack.com



digieduhack.com