



HACKATHON // PLAYBOOK

With best practices and software recommendations, this easy-to-use guide is here to help Innovation Team Members run a successful Hackathon Event from start to finish.

PLAN → SETUP → RUN → CLOSE → REPORT SUCCESS

BACKGROUND FOR RUNNING A 'HACKATHON EVENT'

KNOW YOUR PIPELINE

Here is a quick rundown of the steps in your 'Hackathon Event' pipeline:

1 REVIEW SUBMISSIONS

In this first step, Hacker teams submit their projects for the opportunity to (hopefully) be chosen to work on -or- 'hack' their project in the upcoming Hackathon Event. As submissions come in, a 'Review' action item is sent to the Innovation Team Member, or 'Hackathon Manager' to ensure all project requirements have been met.

2 RATE SUBMISSIONS

Once reviewed, a submission that is moved to this step will trigger a Single Scale action to Subject Matter Experts. These experts decide which projects that will be 'hacked' on in the Hackathon event. Depending on how many to permit, only a select amount of projects move forward.

3 HACK ON PROJECTS

All projects that are being worked on (during the Hackathon Event), are represented here.

4 JUDGE PROJECTS

Once the hacking portion of the event is over, projects are moved to this step, where a 'Judging' action item is triggered to select judges of the Hackathon event.

5 SELECT WINNERS

After judges have deliberated, any project(s) declared the winner of the Hackathon Event are represented here.

6 TRACK BUSINESS IMPACT

Once project(s) are implemented, the innovation team (in partnership with the Financial Analyst) track the qualitative and quantitative impact the project is having on the business.

KNOW YOUR ROLES

Here are the individuals associated with a 'Hackathon Event':



INNOVATION TEAM MEMBER

Individual on the innovation team that is responsible for communicating the value of a Hackathon Event to the sponsor, as well as helping set up the event.



SPONSOR

Mid to senior-level manager with budget to implement projects, typically from a technical department. He/she is responsible for setting the theme for the Hackathon event.



SUBJECT MATTER EXPERTS

Individuals with expertise in the hackathon subject area, who are capable of making decisions on the best ideas to accept into the Hackathon Event. These experts could come from the innovation team or from the sponsor's organization.



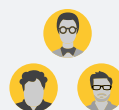
JUDGES

Individuals, usually higher level executives in the organization, who are needed to help identify the most promising projects from the Hackathon Event. They also provide candid feedback to project teams on their projects.



FINANCIAL ANALYST

Individual with expertise in assessing a project's financial impact on the business. This can be a borrowed resource from within the company.



EMPLOYEES / PARTICIPANTS

Individuals who submit projects and works (or 'hacks') on those projects during the event.

Review additional [recommended supporting roles](#) for the Hack App.



KNOW YOUR PREREQUISITES

Cross these items off your list, prior to kicking off a new 'Hackathon Event':

✓ FIND A SPONSOR

Your sponsor will provide a clear theme or topic for the Hackathon Event, including clear judging criteria to determine the winning ideas. He/she also grants permission for the employees in his/her organization to participate in the full-day event.

TIP! This is usually a mid to senior-level manager, from a technical department.

✓ SECURE BUDGET

Ensure that you have reserved the appropriate space including tables for teams, AV equipment, microphones, speakers, etc. Secure budget (likely from the Sponsor) to cover breakfast, lunch, and dinner for your participants.

TIP! Estimate at least \$75 / participant / day for your event.

PLAN → **SETUP** → RUN → CLOSE → REPORT SUCCESS

SET UP YOUR 'HACKATHON EVENT'

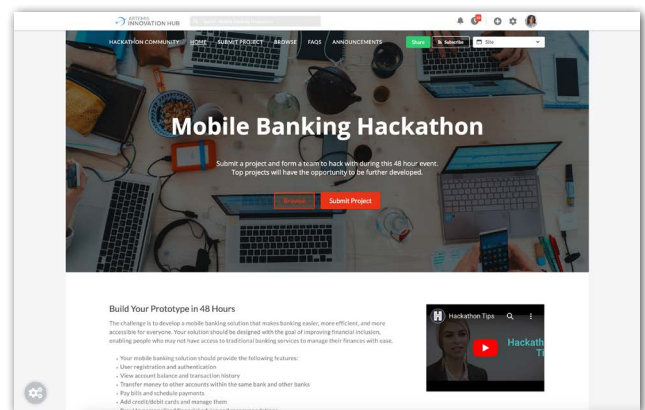
Once all prerequisites are met, let's set up the actual 'Hackathon Event' site in Brightidea.

REQUIRED TO-DO'S

✓ CREATE YOUR 'HACKATHON EVENT' SITE

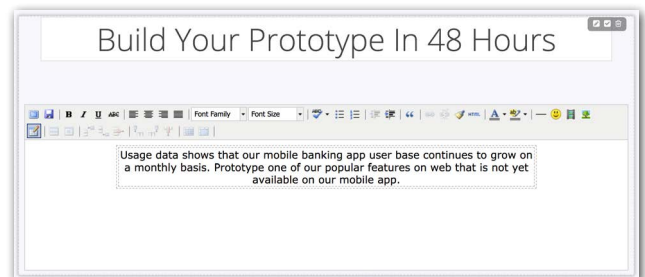
Select the [Hackathon App](#) in the Apps Pillar. The App Creation Wizard will guide you through all key components needed (title, description, participants to invite, etc.)

TIP! Be sure to invite all users requested by the Sponsor.



✓ CONFIRM YOUR 'CALL-TO-ACTION' SECTION

Sharing the details of your Hackathon event, will ultimately help your submitters understand the mission at hand. We recommend to ensure you clearly state the call-to-action in this area. Here is a quick run-through on how to [edit widgets](#).

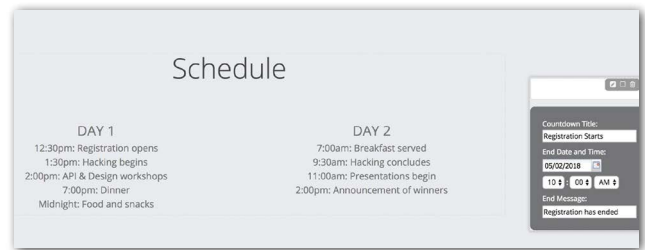




SET YOUR EVENT SCHEDULE & EVENT 'COUNTDOWN' TIMER

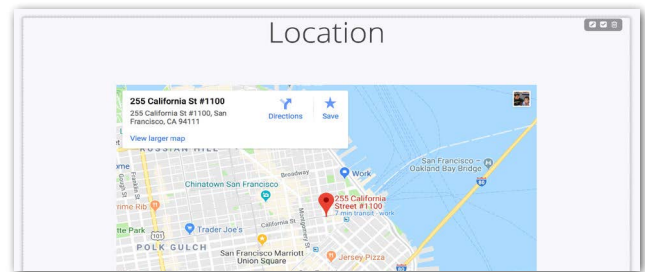
By default, the Hackathon App will create a 'Schedule' section on your new home page. Via widget setup mode, select the pencil icon to update the details of your schedule, and countdown, from beginning to end.

TIP! Ensure you include time zone in your information, if your Hackathon spans multiple offices.



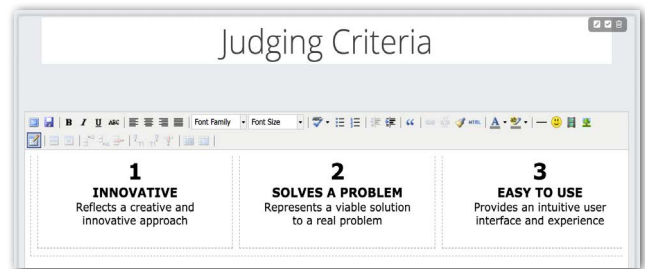
UPDATE YOUR 'HACK EVENT' LOCATION

With the Hackathon App, it will default a 'Location Widget' on your site home page that you will need to modify. Using widget setup mode, and some [Google Maps embed code](#), be sure to update the exact location of your Hackathon event.



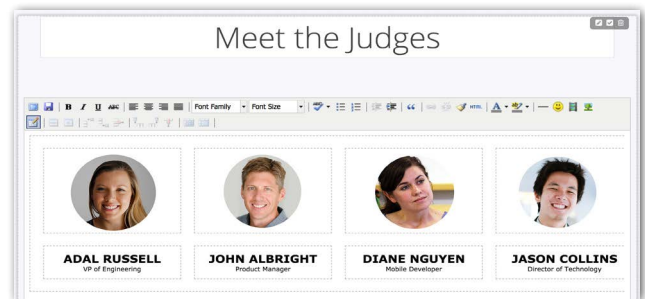
EDIT YOUR 'JUDGING CRITERIA' SECTION

In order to find the winning project(s) for the Sponsor's needs, the participants in the Hackathon Event must have no confusion to the judging criteria prior to event start. Putting your judging criteria front and center will help participants improve their projects. Via widget setup mode, feel free to add or remove criteria that applies to your process.



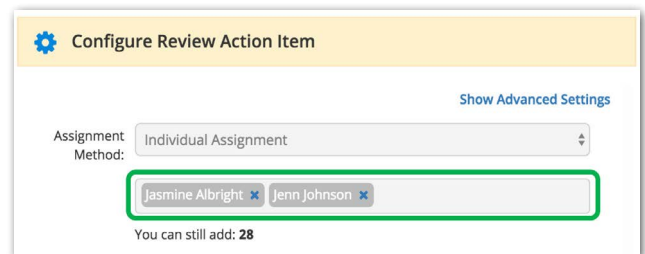
UPDATE YOUR 'MEET THE JUDGES' SECTION

By default, the Hackathon App will create a section to spotlight your 'judges.' To edit, via widget edit mode, select the pencil icon on the far right, to insert photos and other text. Please note that any images you use in this page, must be hosted in our [Image Library](#).



SET YOUR REVIEWERS' ACTION ITEMS

We must configure your initial review action items. To do so, navigate to your 'Review Submissions' step in your pipeline, select the gear menu, and then select 'Configure Single Scale.' Once there, add the individual who is responsible for ensuring all requirements for submissions are met. They will receive an action item to review submissions when they get added to this step.





✓ SET YOUR SUBJECT MATTER EXPERTS' ACTION ITEMS

One of the next required tasks is to configure your initial Subject Matter Experts' action items. To do so, navigate to your 'Rate Submissions' step in your pipeline, select the gear menu, and then select 'Configure Single Scale'. Once there, add your SME's to ensure they receive an action item to rate submissions when they get moved to this step.

✓ SET YOUR JUDGES' ACTION ITEMS

The next required actions is to configure your judges' action items. To do so, navigate to your 'Judge Projects' step in your pipeline, select the gear menu, and then select 'Configure Judging'. Add your judges to ensure they receive an action item when projects get moved to this step (for when presentations occur). Learn more on the [Judging tool type](#), if you need a deeper dive.

RECOMMENDED TO-DO'S

✓ FINALIZE YOUR COMMUNICATION STRATEGY

For a Hackathon event to run smoothly, your communication strategy is critical. We recommend making sure the objectives are clear and well-articulated. Ensure you have scheduled touchpoints to participants throughout your event journey. It is helpful to deliver succinct updates before, during, and after your event.

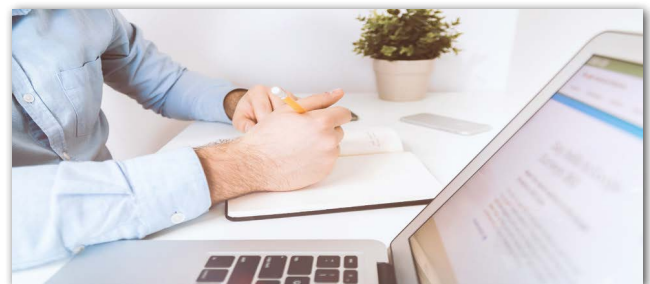


✓ SOLIDIFY YOUR JUDGING SCORECARD

There is a default judging template ready to go, when you create a new Hackathon event. If you choose to add, remove, or edit any questions or answers, feel free to [update this form](#) in pipeline setup.

✓ SCHEDULE EVENT LOGISTICS IN ADVANCE

Hackathon Events typically last 24 hours, and should occur toward the end of the work week (not on weekends) prior to event start. In addition, ensure you have confirmed appointment(s) on your 'judges' schedules, for the judging portion of the Hackathon Event.





PLAN → SETUP → **RUN** → CLOSE → REPORT SUCCESS

RUN YOUR 'HACKATHON EVENT'

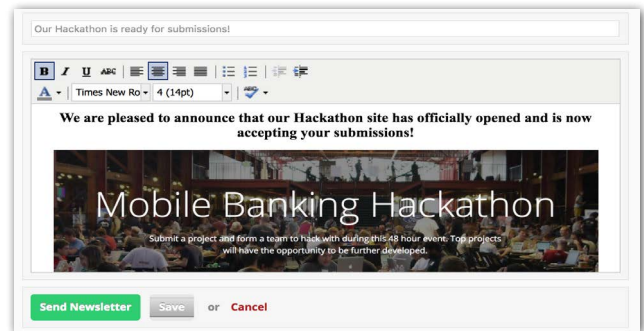
Congratulations! You're getting close to the big event. Take note of the following tasks to guarantee success.

PRIOR TO EVENT START

✓ ANNOUNCE THE EVENT!

(on behalf of your Sponsor)

Make sure participants are aware of this new Hackathon that is happening soon. Send a [newsletter](#), or use internal channels (e.g intranet announcement or weekly email). Be sure to prompt participants to register and enter in their expertise.



✓ DIRECT PARTICIPANTS TO FORM TEAMS & BEGIN TO BUILD PROJECTS

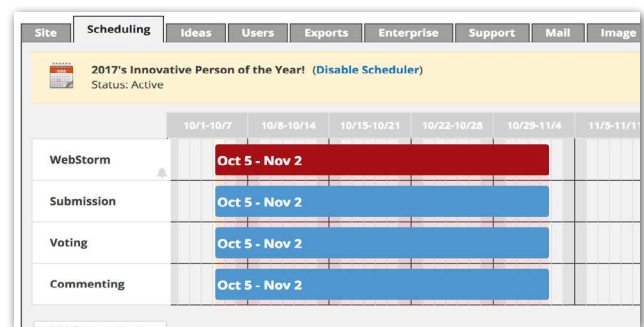
Project teams with various expertise and skillsets, will ultimately deliver higher quality projects. As part of the Hackathon App, participants can search for other possible team members [based on their expertise](#). Through your event promotion, please encourage your audience to form a team with various skillsets.



✓ KEEP YOUR SCHEDULER SETTINGS IN MIND

To help keep your event on track, the Scheduler automates enabling and disabling of submitting, commenting and voting at the same time as the event end date.

TIP! If you prefer to, you can [disable the Scheduler](#).



✓ LEVERAGE THE NEWS BLOG

As part of the Hackathon App, our blog feature will be enabled by default. All users who register for the Hackathon Event, are subscribed to the appended blog, found on the 'News' page. As a result, participants will be privy to real-time updates concerning deadlines and any pertinent announcements. If you wish to disable it, please learn more about the blog [here](#).





UPDATE THE EVENT FAQ PAGE

The Hackathon App by default ships a new FAQ page to answer all frequently asked questions about the event. Simply edit the rich text HTML widget to add, update, or remove text relative to your event.



DAY OF EVENT

For a more in-depth look at what should occur the day of your Hackathon event, [refer to this guide](#).



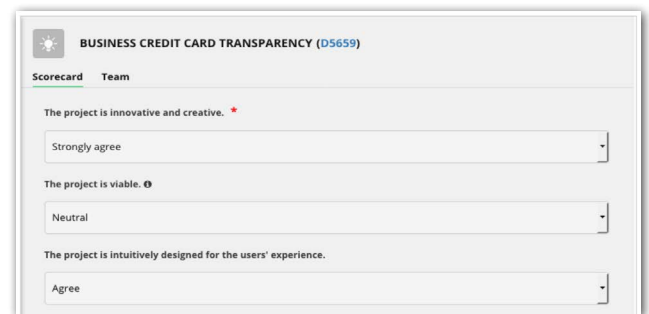
STICK TO YOUR SCHEDULE

We recommend a certain flow to the Hackathon Event. Ensure your MC and team are sticking to the time allotted so you don't exhaust your participants and judges.



PREP JUDGES IN ADVANCE

Ensure you prep any tablets or devices for your judges prior to the judging portion of the event. Confirm they are familiar with completing their judging action items, and are reminded of the set judging criteria as well.

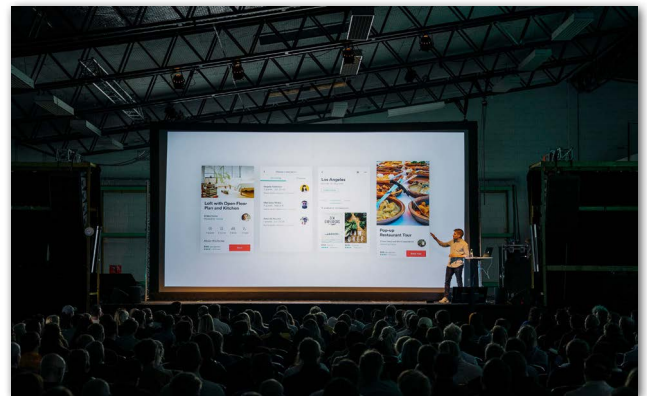


MANAGE YOUR PRESENTATION TIME WISELY

Ensure your event is appropriately timed for the presentation portion of the Hackathon Event. Best practice is to allocate a maximum of two hours total, for all team presentations.

Once presentations are over, the team should be able to **declare the winner(s)** of the Hackathon Event!

TIP! Allocate a max of 8 project presentations an hour — to allow for presentation and follow up Q&A.





PLAN → SETUP → RUN → **CLOSE** → REPORT SUCCESS

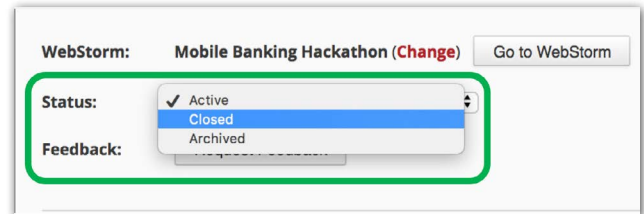
CLOSE YOUR 'HACKATHON EVENT'

You have successfully ended your 'Hackathon Event'.

CLOSING THE EVENT

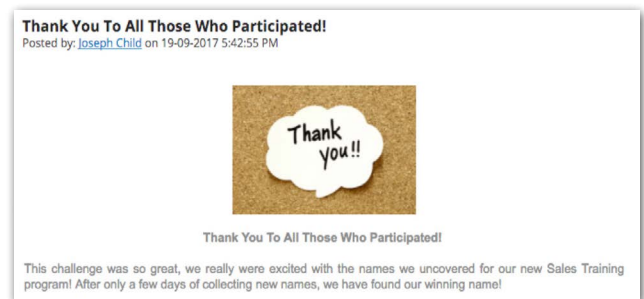
✓ THE EVENT IS OVER!

When reaching your event end and declaring the winner(s), your site will automatically [switch to 'Closed' status](#). At this point, participants cannot submit or collaborate further in the site.



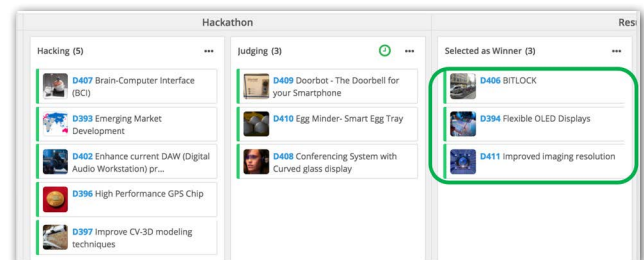
✓ ANNOUNCE CLOSE OF THE EVENT & THANK ALL PARTICIPANTS

Leverage the [newsletter](#) or [blog post](#) to send a thank you to your participants, judges, and anyone else participating in the event. Ensure to thank them for their contribution and formally announce the winning project(s).



✓ SELECT WINNING PROJECT(S) TO MOVE FORWARD

After all judging is completed, the Sponsor (with his/her team) should meet and choose the winning project(s) that will move forward to be further implemented and applied.



✓ TRACK BUSINESS IMPACT

In partnership between the Innovation team and the Financial Analyst, projected and actual impact should be recorded in the ['Business Impact'](#) tab on the project. This can include both qualitative outcomes (i.e. employee engagement, customer satisfaction) or quantitative impact (benefits and costs).

Description	Attachments (0)	Business Impact	Votes	Evaluations	Additional Info
Last saved on 09/21/2017 at 13:25 by George Eastman					
Financial Summary					
Start Date: 09/21/2017					
		2017		2018	
		Projected	Actual	Projected	Actual
Benefits	¥	5900	900000	—	—
Cost Avoidance		900	100000		
Cost Savings		5000	800000		
Costs	¥	1000	10000	—	—
Project Team		1000	10000		
Net Benefits	¥	4900	890000	—	—



PLAN → SETUP → RUN → CLOSE → **REPORT SUCCESS**

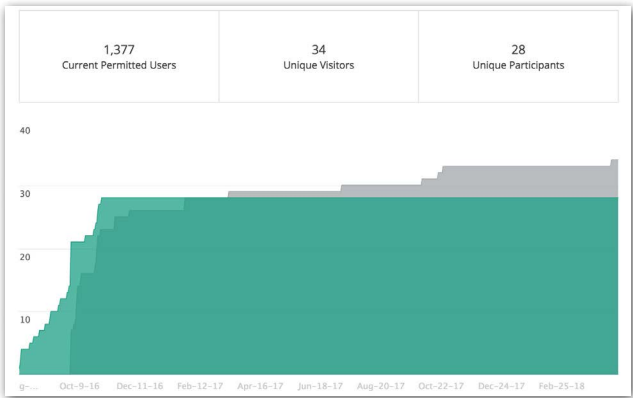
REPORT SUCCESS TO YOUR STAKEHOLDER(S)

We recommend a follow up with your stakeholders after the ‘Hackathon Event’ has ended. Here are some suggestions for recapping the event:

CLOSING THE EVENT

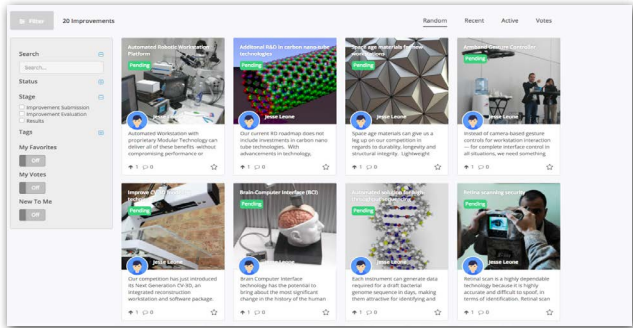
✓ SHARE HACKATHON ENGAGEMENT STATISTICS

If your stakeholders are aware of the level of participation from your Hackathon Event, it may inspire future ones! Check the [Engagement Dashboard](#) and review statistics on number of visitors, number of unique participants, and number of departments.






✓ SHOWCASE THE WINNING PROJECTS (AND THE TOP JUDGED ONES)

Leverage the [Project Gallery](#) (to stakeholders) to showcase all the judged projects as well as the winning project(s) that could be considered for the future.



✓ SHARE PROJECT BUSINESS IMPACT

Showcase to the top projects that are generating the most projected (and actual value). Leverage the [Business Impact Dashboard](#) to pull these numbers.

Financial Summary by Project			
Financial Impact reported in the initiative by Project. There are 3 Projects in total.			
Projects	Category	Stage	Total Projected Benefits ▼
 Increase customer feedback	Project	Cost Benefit Analysis	\$2.5MM
 Learn from Stakeholders	Project	Project Engagement	\$1.5MM
 Lower time to resolution for cus	Project	Cost Benefit Analysis	\$500K

✓ TELL THE STORY OF THE WINNING PROJECT(S)

Where did the winning project come from? Who was part of the team that contributed to it? How long did the participants work on this project from submission to application?

Share the journey of the winning project so you can use for marketing in the future. In addition, it can help showcase the value your team is providing.





APPENDIX: HACKATHON SUPPORTING ROLES

Please review this list of user roles that are also recommended for running a Hackathon event with the Hack App:

HACKATHON MANAGER

Individual from the Sponsor's organization who is responsible for running the Hackathon event. He/she recruits participants, manages judges, and more.

HACKATHON SPECIALIST

Individual who has been through a Hackathon event before. He/she can be leveraged throughout the event for any issue or question that may come up.

EVENT MANAGER

Individual assigned to manager all logistical event planning.

EVENT DESIGNER

Individual assigned to manager all decor / furniture / theme.

SCRIBE / NOTE TAKER

Individual to capture insights from the Hacker teams and judges throughout the Hackathon event, for later reference.

EVENT MASTER OF CEREMONIES (MC)

Individual who 'hosts' the Hackathon event, keep things moving, provides comic relief and entertainment throughout the Hackathon event.

PHOTOGRAPHER / VIDEOGRAPHER

To provide photos and videos of the Hackathon event, for later marketing and up-to-date sharing.

CATERING

Provide sufficient food and drink throughout the event.

MARKETING TEAM REPRESENTATIVE

Individual who can help communicate / market the Hackathon event internally to increase further participation. He/she can incorporate into company social media channel.

FACILITIES TEAM

To provide required setup in event space (internet, tables, stage, microphone audio & visual).



NEED FURTHER ASSISTANCE?

We'd be more than happy to [schedule a conversation](#) to get you started with the Hackathon App.