FARFETCH

HOW TO HOST A COMPLETELY VIRTUAL HACKATHON

Your checklist

PITCHING YOUR IDEA

- ☐ Gather your initial guiding coalition
- ☐ Decide what your goal is
- ☐ Create your pitch document
- ☐ Pitch your idea

PREPARING FOR THE HACKATHON

As soon as possible:

- ☐ Refine your problem theme
- ☐ Start writing FAQs
- ☐ Get your internal marketing together
- ☐ Figure out what prizes you will offer
- ☐ Create your sign up documents
- ☐ Secure your judges' time

With 4 weeks to go:

- ☐ Send your launch communications, including a public slack channel for anyone interested in the event
- ☐ Monitor your signups and communication channels for questions
- ☐ Calculate shipping costs for any swag/prizes
- ☐ Decide what the judging and submission process will be
- ☐ If you want to use mentors to help the teams, reach out to them and arrange for their support

With 3 weeks to go:

- ☐ Open your sign up list
- ☐ Hold virtual publicity events (like a panel discussion) to promote your event

With 2 weeks to go:

- ☐ Look at your sign up numbers. Do you need to advertise more? Or close the list early?
- ☐ Hold an intro session for your Mentors (if you're using them) so that they understand what will be required of them on the day of the event.

With 1 week to go:

- ☐ Final push for sign ups
- ☐ Host a pre-hack live panel discussion about the theme to get teams inspired
- ☐ Confirm with your judges that they're still available. Maybe host an information session with them if they have questions.

2 days before:

- ☐ Close the sign ups list and finalise the teams
- ☐ Set up the teams with their own slack channels

The day before:

☐ Hold a brief 'launch' event to kick things off and answer any last minute questions

The day of the hack

☐ Hopefully you won't be very busy today, but you'll want to be monitoring Slack for any questions that come up

☐ Use the 'down time' today to write your post–event survey!

The day after the hack

☐ Check that all the team submissions are in order

☐ Host the judging event

☐ Hold a final celebration to announce the winners and thank all the participants

☐ Have a little (virtual) after party for you organisers to celebrate a job well done!

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