

Annex: Communication plan

Event: DigiCollab Hackathon · Lead organisation: _____

Event date: _____ · Communications lead: _____

How to use: Fill in the Owner / notes column with the name responsible for each week's activities. Add specific post copy, scheduled dates, and links to assets as the plan develops. Review weekly.

Week-by-week activity grid

| Week | Phase | Social media | Email | School / print | Owner / notes |
|------|-----------|--|--|--|---------------|
| 12 | Launch | <ul style="list-style-type: none"> Website launch Teaser video post Event hashtag | <ul style="list-style-type: none"> Stakeholder notification email | <ul style="list-style-type: none"> Press release distributed | |
| 11 | Launch | <ul style="list-style-type: none"> Countdown graphics Partner announcements | <ul style="list-style-type: none"> Internal team brief | <ul style="list-style-type: none"> Poster artwork finalised | |
| 10 | Awareness | <ul style="list-style-type: none"> 3-5 posts/wk Mentor spotlight | <ul style="list-style-type: none"> Email 1: Announcement | | |
| 9 | Awareness | <ul style="list-style-type: none"> Behind-the-scenes prep Student takeover | <ul style="list-style-type: none"> Weekly update | <ul style="list-style-type: none"> Flyers sent to schools | |
| 8 | Awareness | <ul style="list-style-type: none"> Content mix: info + inspiration | <ul style="list-style-type: none"> Email 2: Value proposition | <ul style="list-style-type: none"> Assembly presentation offers | |
| 7 | Awareness | <ul style="list-style-type: none"> Peer influencer posts Infographic share | | | |
| 6 | Reg. Push | <ul style="list-style-type: none"> "X spots left" posts Testimonial carousel | <ul style="list-style-type: none"> Email 3: Urgency | <ul style="list-style-type: none"> QR code posters in schools | |

| | | | | | |
|------------|-----------|--|--|---|--|
| 5 | Reg. Push | <ul style="list-style-type: none"> • Student ambassador content | <ul style="list-style-type: none"> • Targeted outreach emails | <ul style="list-style-type: none"> • Info sessions offered | |
| 4 | Reg. Push | <ul style="list-style-type: none"> • Success story videos | | <ul style="list-style-type: none"> • Media pitch sent | |
| 3 | Prep | <ul style="list-style-type: none"> • Daily countdown Stories | <ul style="list-style-type: none"> • Email 4: Final call | | |
| 2 | Prep | <ul style="list-style-type: none"> • Venue setup previews | <ul style="list-style-type: none"> • Welcome email (confirmed participants) | <ul style="list-style-type: none"> • Reminder to teachers | |
| 1 | Final | <ul style="list-style-type: none"> • "See you tomorrow!" • Daily reminders | <ul style="list-style-type: none"> • Email 5: Logistics • Email 6: 48hr hype | | |
| Event week | EVENT | <ul style="list-style-type: none"> • Live coverage • Real-time posts | | <ul style="list-style-type: none"> • Media kit at door | |

Key contacts and channels

| Role / contact | Name and details |
|------------------------------|------------------|
| Communications lead | |
| Social media manager | |
| Photographer / videographer | |
| Press contact (spokesperson) | |
| Email marketing platform | |
| Event hashtag | #DigiCollab |
| Event website URL | |
| Registration form URL | |

Communication budget

| Cost item | Estimated cost | Actual cost | Notes |
|------------------------------------|----------------|-------------|--|
| Social media advertising | | | Optional; activate if registration lags |
| Print production (posters, flyers) | | | A3 posters + A5 flyers per school |
| Video production | | | DIY smartphone acceptable; invest in audio |
| Email marketing platform | | | Free tier (Mailchimp) usually sufficient |
| Design tools | | | Canva free tier; Canva Pro if available |
| Student ambassador incentives | | | Small budget or recognition-based |
| Other | | | |
| TOTAL | | | |

Metrics tracker

| Metric | Week 8 |
|---------------------------------|--------|
| Website unique visitors | |
| Social media reach (cumulative) | |
| Email open rate (avg.) | |
| Total registrations | |
| Target registrations | |
| Registration gap | |
| Media articles / mentions | |