

Event Poster / Social Media Posts / Email Newsletter

About this document

This file contains three templates in one: (1) A4 Event Poster, (2) Social Media Post copy templates, and (3) Email Newsletter template.

Replace all [bracketed fields] with your event details. See the separate Promotional Flyer Template for the full one-page flyer format.

TEMPLATE A – A4 EVENT POSTER

Print at A4 (or scale to A3). Use this for notice boards, classroom doors, staff rooms.


		
 DATE [DD-DD Month YYYY]	 LOCATION [Venue, City]	 FREE Meals included
<ul style="list-style-type: none">✓ All skill levels welcome – no coding required✓ Work in teams of 4-5 with expert mentor support✓ Develop real skills · Win prizes · Get a certificate✓ Present your solution to industry professionals		
REGISTER NOW – PLACES LIMITED [www.registration-link.eu] Apply by: [DD Month YYYY]		
Funded by the Erasmus+ Programme · Project KA210-VET · [Organisation name] Questions: [email]		

TEMPLATE B – SOCIAL MEDIA POST COPY

Copy and paste these templates into your scheduling tool. Adapt tone for each platform. #DigiCollab2026

Instagram / Facebook – Announcement post

Post copy


 BIG NEWS: DigiCollab Hackathon is coming to [City]!

 [Date]  [Venue]  FREE (meals included)

In just 2 days you'll:

- ✓ Tackle real-world challenges
- ✓ Work with expert mentors
- ✓ Win prizes & get certified
- ✓ NO experience needed – all skill levels welcome

Spots are LIMITED. Apply now 


 [link in bio]

#DigiCollab2026 #VET #Hackathon #Innovation #Erasmus #[YourCity]

Instagram Story / TikTok caption – Countdown

Story copy (use with countdown sticker)

 [X] days until DigiCollab Hackathon!

Are you in? 

- 2 days · real challenges · real mentors
- FREE to join – meals included
- No experience needed

Swipe up / link in bio to register before [deadline] 

#DigiCollab2026 #Hackathon

LinkedIn – Professional announcement

LinkedIn post

We're excited to announce the DigiCollab Hackathon – coming to [City] on [Date]!

DigiCollab is an Erasmus+ KA210-VET project bringing together VET students from Germany, Italy and Turkey to tackle real challenges in digital literacy, sustainability, and inclusion.

🎯 We're looking for VET students aged 15–25 to join teams of 4–5 and develop innovative solutions over 2 intensive days.

✅ Free to participate • Meals included • Expert mentors • Certificates for all

Interested in serving as a mentor or judge? Contact us at [email]

 [link]

#DigiCollab #ErasmusPlus #VET #Hackathon #Innovation

TEMPLATE C – EMAIL NEWSLETTER

Send to school mailing lists 8–10 weeks before event. Adjust for each send in the 6-email campaign sequence.

Email 1 – Launch announcement (Week 8)

Subject line:

Join DigiCollab 2026: VET Hackathon for Change-Makers – [City], [Date]

Body:

Dear [Name / Students of Class X],


We're excited to invite you to apply for the DigiCollab Hackathon – a two-day challenge event taking place on [Date] at [Venue, City].

What is it?


A hackathon is a structured, team-based innovation event where you tackle a real-world challenge, develop creative solutions, and present to industry professionals – all in 2 days.


You will work in a team of 4–5 students, guided by expert mentors, on one of four challenge themes: Digital Literacy, Environmental Sustainability, Inclusion, or Democratic Participation.

- ✓ Free to participate · Meals included · All skill levels welcome · No coding required
- ✓ Certificates for every participant · Prizes for winning teams
- ✓ Supported by the Erasmus+ Programme of the European Union

 Date: [DD–DD Month YYYY]

 Venue: [Name, City]

 Application deadline: [DD Month YYYY]

 Apply here: [link]

Questions? Contact [Name] at [email] or [phone]

We look forward to seeing you there!
[Organiser Name] · [Organisation]

Email 2 – Reminder (Week 4) – abbreviated template

Subject: Only [X] spots left – DigiCollab Hackathon [City] [Date]

Hi [Name], we still have a few places available for DigiCollab Hackathon on [Date] in [City]. This is a free, mentor-supported 2-day event – no experience needed. Apply before [deadline]: [link]. Questions? [email]

Editor note

Emails 3–6 follow the same structure. See Chapter 2.4.1 of the Hackathon Guide for full subject lines and content for all 6 emails.

For the Social Media Calendar template, see Annex_2.4.1_Social Media_Calendar.