

Azure + Hackathons: The Big Picture

Microsoft is sponsoring a series of large hackathons at top universities worldwide. Our presence at these events contributes to our overall objectives of **getting students using Azure and skilled in Azure**.

Success at these hackathons looks like:

- Up-level students' Azure skills with complementary open source and Microsoft tech
- Develop a positive perception and intent to choose Azure as preferred cloud platform
- Showcase Azure differentiators especially Data Science, Artificial Intelligence, Machine Learning
- Encourage students to take their solutions forward into the Imagine Cup competition

Your participation at these events will have a **huge impact** on how current and future student developers perceive Microsoft. To them, you are all of Microsoft and many of them hope to be you someday. Engage with the students, ask them questions about their passions and help to grow the Microsoft story outside our corporate walls.

Thank you for being a part of the team.

Roles Overview

Successful Microsoft presence at a hackathon takes a team! Here are the primary roles of the members of the Microsoft crew.

EVENT PLANNER	The person organizing everything prior to the hack itself. In most cases going forward, this will be our Event Desk person (Redda)	Shana
EVENT PM	The person organizing everything on-the-ground. Ultimate person accountable for the overall experience quality. This is primarily someone on the Corp Academic team.	Shana
MENTORS	The people staffing the booth and actively mentoring the students on both technical and entrepreneurial dimensions.	All
JUDGES	People (typically 3) who determine the winner of the Azure Champ prize based on the criteria outlined in the Prize section of this deck.	Shana, Jasmine, Chander
SPEAKER	Person accountable for the delivery of the keynote, workshop, or whatever on-the-ground moment we have.	Shana
RECRUITER	Individual whose role is to source talent and assist potential applicants. Note that we will not have a recruiter at every event; see the FAQ from University Recruiting at the end of this deck as a substitute.	Not on-site for HackMIT. We have materials from them.

Intended Audience:
All MSFT staff for any hackathon

At the Event: Student Hackathon Participants

Who are the student participants?

- ❑ These are **passionate students**, usually focused on tech, and interested enough to do this event on their weekend.
- ❑ Most hackathons have age requirements. You can assume that you are working with **university students aged 17+**.
- ❑ Likely (hopefully) you'll see a **diverse audience** especially in terms of gender, technical acumen, and areas of passion. Make an effort to engage with and support all the different students you meet.
- ❑ When you **engage with these students**, ask them questions. Not only are you showing them you care, but also you're gathering information about their tech skills. For example, "What school are you from?" and "What year are you?" are good questions to use as a gauge / proxy for experience.
- ❑ Treat them as you would treat a **peer** at Microsoft – as they may aspire to be! Professional rules apply, of course.
- ❑ Take the high road when competitors come up. **Show them how awesome Azure is**. There's no need to say anything if you don't have something nice to say (re: competitors' products, the students' choices of tech, etc.). Positive wins!
- ❑ Share your enthusiasm about Azure and their projects.

At the Event: Other Companies

Microsoft in a crowd of other tech companies:

You can assume that you are not the only tech company at each hackathon.

- ❑ Adopt a “Make Satya proud” mentality. It is important that Microsoft stands out positively.
- ❑ Avoid competitor bashing. Even joking conversations can be interpreted poorly.
- ❑ Listen to how other companies represent themselves to the students. You can learn a lot about your competition by hearing live how they work to win students.
- ❑ Have fun!

The students are watching and listening. Take the high road and show your positive passion!

At the Event: CDAs, MVPs, and other MSFT Event Staff

Welcome to our crew and thank you for helping! Here are some tips for success:

- ❑ Meet up with the Microsoft crew on the ground and exchange contact info so you can find each other on-site.
- ❑ Engage with the students. Listen to them and enable them to be better at whatever they are trying to achieve. If they are not using Azure, they're a potential future Azure user. You can make a difference.
- ❑ Be fully present as much as you can. If the booth is not in a prime location, aim to spend most of your time away from it, on the event floor interacting with the students.
- ❑ Suggest our offers and programs: Azure for Students, Imagine Cup, and the Microsoft Student Partner program.
 - ❑ Each of our programs contribute to our FY19 KPIs. Getting students registered for Imagine Cup (<http://imaginecup.com>) is the most mission-critical as it will help ensure we have an ongoing relationship with them.
- ❑ Keep a running email draft (bullet points are fine) to let us know your thoughts about the event

- Students are eligible for \$100 in Azure credits (no credit card required)
- Send them to [Aka.ms/a4s](https://aka.ms/a4s) and they can walk through process
- Issues?
 - Try in in-private browser
 - Next slide has tips
 - Grab shana (206-434-6193) – she has contact info for the “on-call” support person from Microsoft if the issues are serious/widespread

Azure for Students Troubleshooting

Azure for Students signup should work for all students at aka.ms/azure4students...

...but if students run into trouble signing up, you have two fallback plans:

1. The Corp Student hackathon team has Verification Codes, which allow students to bypass most of the signup steps on aka.ms/azure4students.

Use case: If Azure for Students signup is giving a student an error message even when they try to sign up using an InPrivate/Incognito window, have them try twice (watch to be sure!) and then offer a verification code instead.

How to use: Students can go to the main page, click "Activate now" and then click "Verification Code" and enter what's found on the white and blue card.

2. G+E Academic Team also has a limited supply of **Azure** Pass codes, which enable students to access Azure through a different offer.

Use case: If Azure for Students is not allowing a student to sign up *and* the verification code is not working (try 2x first).

How to use: Students can go to aka.ms/azurepass > Start > Sign in with Microsoft Account > click enter Promo Code, then enter the code on the white and green card and click "Claim Promo Code".

After using either, jot notes about the issue (e.g., what error message/s they saw) and share with the onsite Corp Student team.

Schedule

Important times to be around:

- Check-in + booth setup
- Hacking kicks off (swag rush)
- 2 hours post-kick off (tons of questions)

- Last 2 hours of hacking (tons of questions)
- 30 min before API prize judging starts (team huddle)
- Booth teardown

Other things

- Pack/wear Microsoft-branded clothes
- Bring your laptop (multiple would be great – macs & PCs)
- Other questions??

On-site Optional Activity: Social Posts

Post to our [Facebook](#) and our [Twitter](#) to stretch this event's impact beyond its participants.

- ☐ You need a Facebook and a Twitter account to do these posts, and you need to be following MSFT Imagine.
- ☐ **Posts with a photo** go the furthest. If you have a great shot of individuals at the event, try to get them looking into the camera rather than looking away.
- ☐ Make sure that you **get permission** for photos to be taken and posted. Some students may be minors, so this is a legal obligation. Use it as an opportunity to **ask them for details** like their names, countries, team name, etc.
- ☐ It's good to double-check: Are you promoting a **team that's using Azure**? (If not, reconsider...)
- ☐ Example posts:
 - ☐ "I am here at the xxxx hackathon event. Excited to see teams like xxx creating amazing Azure projects that *can (what does it do)*. Go team xxxx! (Disclosure: I am a paid employee of Microsoft)
 - ☐ Another example: "Congratulations to *(team)* for winning the xxxx hackathon event *at (location...school, country, etc)*. Great to see amazing feats of coding all in one day using Azure *(mention Azure if applicable...or pick another finalist team that did use Azure)*! (Disclosure: I am a paid Microsoft employee)
- ☐ Another legal obligation: **You must add that you're a Microsoft employee.** You can do this at the end of your post with a simple phrase like "(Disclosure: I am a paid employee of Microsoft)"

- I have a slide to print & post on our booth
- All students interested should apply online.
- We can keep a list of students who've stopped by the booth. Shana will give this to UR.
- Talking points
 - Apply online
 - Apply ASAP – internships are starting to fill up already
 - Yes, we take electrical & mechanical, but fewer
 - Grad students can get internships with Microsoft Research
 - <https://careers.microsoft.com/us/en/usuniversityinternship>
 - Explain Dev/Data Science/PM if you're comfortable

FAQ from University Recruiting

Here's what you need to know to help answer students' recruiting questions

- ❑ Does Microsoft hire interns?
 - ❑ Yes! We have a high school internship program called the Explorer program and several programs for college students.
- ❑ How should I apply for an internship / job?
 - ❑ careers.microsoft.com has all of our roles. Be sure to check out <https://careers.microsoft.com/us/en/students-and-graduates> for the internships and college-hire opportunities.
- ❑ Can you tell me more about the internship program? How long is it, is it paid, etc.
 - ❑ The <https://careers.microsoft.com/us/en/students-and-graduates> page and our FAQ <https://careers.microsoft.com/us/en/faq> can tell you all the details.
- ❑ Do I have to work in Seattle? Where are your roles located?
 - ❑ We recruit globally, with the majority of roles in Redmond but locations in Silicon Valley, Vancouver, China, India, LatAm, Cambridge MA, etc. The list is so long that it'd be easier to list where we *don't* have opportunities! If you go on <https://careers.microsoft.com/us/en/students-and-graduates> you can select location/s that are of interest to you and look for roles just in those places.
- ❑ Do we sponsor visas? Give immigration support?
 - ❑ Yes to both. You can find more details on our FAQ <https://careers.microsoft.com/us/en/faq>.
- ❑ When does hiring start and end?
 - ❑ Good timing! We're hiring for internships now for next summer; that hiring process wraps up by January.
 - ❑ For FTE roles, we have a new employee orientation every Monday; we constantly have open roles.
- ❑ How can I contact a recruiter if I have more questions?
 - ❑ You can't. The best approach is to submit applications and, when you hear back, use that as an opportunity to ask your questions.
 - ❑ *editorial comment from Marisa: I've already submitted feedback about how un-user friendly this policy is. But it looks like that's the deal. ☹️*

Azure Student Programs and Offers

IMAGINE CUP is an annual, worldwide Microsoft competition for students ages 16+. Competitors use Azure to create projects on the theme "Imagine a world where technology helps solve the toughest problems." The World Finals take place spring/summer, but regional rounds happen in the winter and early spring.

Learn: www.imaginecup.com

The **MICROSOFT STUDENT PARTNER PROGRAM** is a worldwide program for student developers aged 16+. Students must pass an application process and be accepted. This program enables students to learn, share and collaborate without borders.

Learn and Apply:
<https://msdn.microsoft.com/en-us/microsoftstudentpartners.aspx>

UNIVERSITY RECRUITING is Microsoft's recruiting team dedicated to finding top talent. This team is focused on current university students who are potential interns as well as students in their final year interested in FTE roles.

See: FAQ on next slide **[coming soon]**

AZURE FOR STUDENTS is the easiest way for students (ages 16+) to get Azure for free! Sign up at aka.ms/azure4students to get access to 25+ Azure services for free, as well as \$100 USD to spend on paid Azure services, all available for a year as long as credit remains.

Learn: <https://azure.microsoft.com/en-us/education>
Register: aka.ms/azure4students

Intended Audience:
All MSFT staff for any hackathon