ARDUINO
DAY 2018

MAY 12ᵀᴴ 2018

Guidelines

a getting started for Arduino's Worldwide Birthday Celebration

DAY.ARDUINO.CC
#ArduinoD18

INDEX

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ABOUT ARDUINO DAY

Arduino Day is a worldwide birthday celebration of Arduino.
It's a 24-hour-long event organized by the community and Arduino's founders, where people interested in Arduino come together, share their projects and experiences, as well as learn more about the open-source platform. In 2017, there were **499 community events**, plus two official celebrations in Turin and Malmö.

Timeline

2011-2013: Arduino Day Italy (Rome)

2014: Arduino Day goes global
Official Arduino Day ITP NYU - New York
Hadrian's temple in Rome (Arduino team)
Malmö (Arduino team)
240 events worldwide

2015: Arduino Day from MIT Media Lab - Boston
261 events worldwide

2016: Arduino & Genuino Day Berkeley
Arduino & Genuino Day Torino, Malmö, Bangalore (Arduino team)
330 events worldwide

2017: Arduino Day Torino
Arduino Day Malmö
499 events worldwide
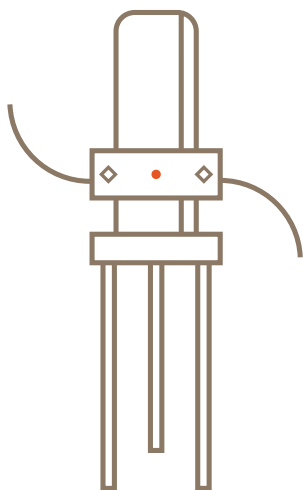
"If I were to pick a past Arduino Day that felt like it went really well, I'd say it was the one in Berkeley a couple years ago. The talks were outstanding, the questions and discussions that followed were thoughtful, and people seemed to really listen to each other's ideas. Those are the things I like to see happening." - Tom Igoe

1.2

COMMUNITY MEMORIES & FUN FACTS

"During Arduino Day 2016, I spent 40 minutes signing autographs for people. At some point I asked a lady whether she knew who I was, and she said, 'No, but you have to be famous if all of these people are queuing.'" - David Cuartielles

"My favorite community day was the Arduino community summit that we held at ITP back in '08 or '09, I guess, prior to release of version 1.0 or the Uno. This was before the official Arduino Day events began. There were a lot of great conversations that weekend, and I got to know some folks in person that, up until then, I'd only known online"- Tom Igoe

"At Arduino Day 2017 in Malmö, we ended the day with a danceoke session for all guests." - David Cuartielles

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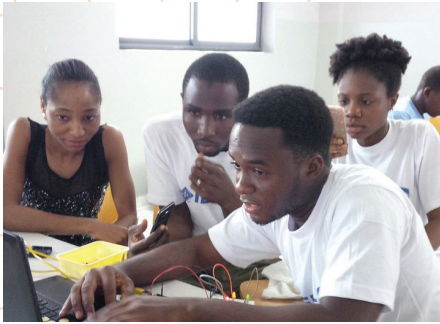
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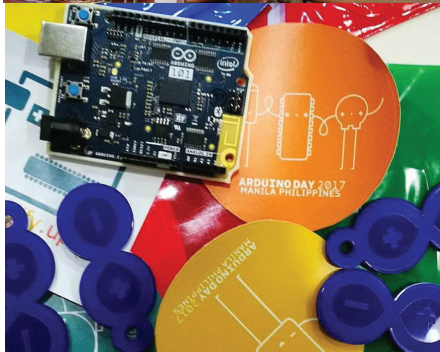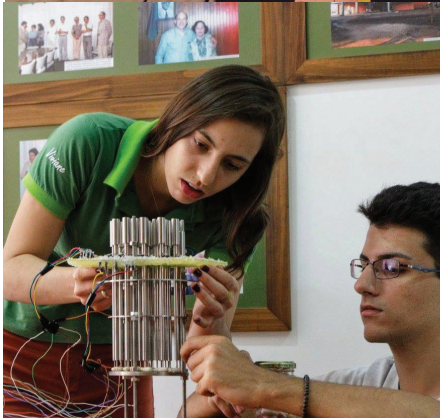
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GETTING STARTED

Arduino Day is a dedicated day to Arduino and its passionate community. We come together to acknowledge the amazing things that have been done, and will be done, with the world's most popular open-source hardware, software and content platform. All user groups, makerspaces, hackerspaces, fablabs, organizations, educators, professionals, and hobbyists are welcome.

Each event offers a different kind of activity, tailored to local audiences spanning across the globe. Simply follow these steps to get started:

1. **Find a venue!** Plan your activities according to your available resources. Consider various ways of engaging your audience, such as talks, panel discussions, hands-on workshops, and show-and-tell sessions. Most of the activities should be open to the public and free of charge.

2. **Don't forget to register as an Arduino host!** We have created an online submission form , which can be found online at day.arduino.cc. The call for submissions will be open March 19th through May 6th. You must be logged in to submit your proposal. **Be patient! Our community moderators may take up to a week to approve your submission.**

3. Look mom, I'm on the map! Once your event has been approved, **a location pin will be added to the map on the Arduino Day website.** Please note, you must send your event's agenda in order to get confirmed. Shortly after, you will receive a confirmation email along with a link to download your Arduino Day Media Kit, which includes posters, event flyers, signage, graphics for badges, and a discount code for the Arduino Store. More information about Arduino Days activities can be found in the Activities section.

4. **Make your agenda public!** Share your Arduino Day agenda in a blog post, a Facebook event, a meetup, an Eventbrite page, etc. Remember, only community events with an online agenda will be confirmed.

5.Promote, promote, promote! Spread the word on social media and follow along with all of the day's fun using the hashtag **#ArduinoD18**. Be sure to also connect with us on Twitter, Facebook, Instagram, and Google+.

2.1

TEAM AND

VOLUNTEERS

Running an event can be overwhelming. That's why it's important to be surrounded by a good team! For a smooth, stress-free day, look for volunteers that can provide support during throughout the event's operations, from setting up the venue to assisting attendees during the day.
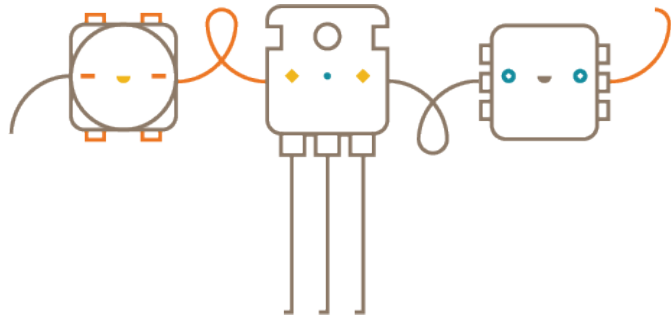
## 2.2

VENUE AND

SUPPLIES

The second key factor for a great Arduino Day is finding a venue! There is no golden rule for pinpointing the perfect place, but it may be worth considering repurposing the options already available to you:

-Fablabs
-Makerspaces
-Classrooms
-Libraries

Ideally, you should be able to locate a venue completely free of charge. If unable to do so, you may want to introduce a small entrance fee to cover the costs.
The venue should be suitable for hosting people. This includes a communal area with tables for workshops or a room to host talks. Basic requirements are power outlets, extension cords, projector, tables, and chairs. Don't forget to double-check with your speakers and workshop leaders to see if they have any special requests prior to the event.

2.3

PROMOTION
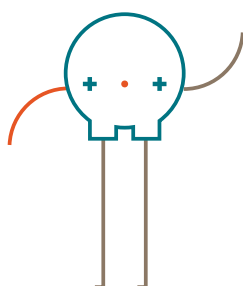
You have the team and the venue, and your event has been approved on the Arduino Day website. So, what's next? **PROMOTION!** Don't be shy, spread the word!

Once you've defined your agenda, write a blog post, post on social media, and create a meetup or Eventbrite page, as it's your chance to make it public. Even an old-school community board in your local library or community center will work! Whatever you do, be sure to use the hashtag #ArduinoD18!

TIP

Generate some hype with a sneak peek of your agenda and team!
An Instagram or Facebook story will do the trick. Don't forget to take pictures and videos during your event as well! Hashtag #ArduinoD18.

3

ACTIVITIES

Arduino Day celebrations can feature a wide range of activities. You can mix-and-match them in order to create the most suitable schedule for your attendees!

3.1

OPEN DAYS

What better occasion than Arduino Day to bring people in and show them around? Whether you have a dedicated lab, a school makerspace, or an Arduino User Group, open the doors to engage with your local community! **Take your visitors on a tour,** showcase your equipment, answer their questions, gather everyone around, and start celebrating.

This is an optimal time to share your own personal Arduino experiences, showcase projects, hold informal chats about Arduino, make new friends, and even bake an Arduino cake!
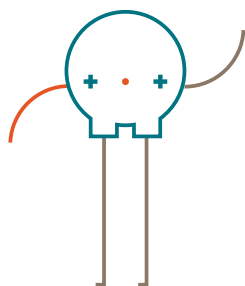
TIP

BE PREPARED! Safety is the top concern. Make sure there aren't any sharp objects or dangerous materials laying around!

3.2

SHOW-AND-TELLS AND LIVE DEMOS

Proudly show off the projects you've built! You just need a few tables, power outlets, extension cables, and enough space to host your fellow makers!

You should reach out and invite participants willing to highlight their Arduino-powered projects. Arduino Day attendees will then have the chance to ask questions, learn about practical Arduino use cases, and read about other applications in case studies.

Exhibitors can either showcase their projects or engage with attendees through short live demo sessions for a more detailed and technical approach.
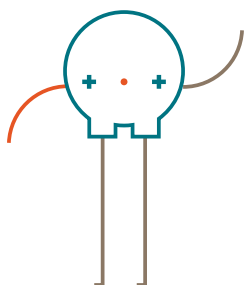
TIP

BE PREPARED! Contact all the exhibitors and participants prior to the event to confirm their space requirements or other organizational needs.

3.3

WORKSHOPS

A workshop is the best way to go hands-on with Arduino! This kind of activity entails a bit more planning than show-and-tells. You can either organize **workshops** yourself or open a call for external trainers and tutors who can lead the sessions. For Arduino Day, you can grant access to your venue's computer lab, if applicable, or invite participants to bring their own laptops (BYOD) in a dedicated space.

The **workshop leaders** are expected to:
- Create a workshop brief and subject
- Determine the length of the session (45 to 60 minutes)
  - 30-45 minutes are recommended for breakout sessions
  - 45-60 minutes are recommended for more complex workshops
- Set a maximum number of participants per session
- Provide participants with documentation and/or worksheets to support them throughout the workshop
- Define the workshop's level of complexity and any prerequisites (Is it suitable for beginners, intermediate, or advanced users?)
- Set up system requirements prior the workshops (e.g. install Arduino IDE, Create Web Editor, etc.)
- Prepare workshop materials to distribute among participants (e.g. Arduino Starter Kits, Arduino boards and components, craft materials, etc.)
- Provide additional extension cords, projectors, V/A adaptors, etc.
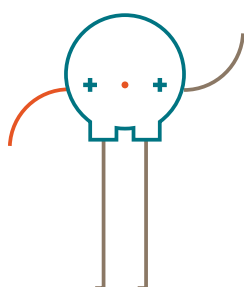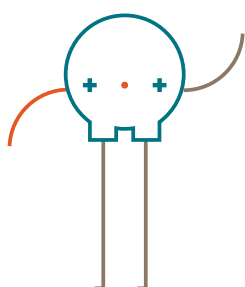
TIP

BE PREPARED! Reach out to all exhibitors and participants prior the event to double-check their space requirements. (Will the tutor need a projector? WiFi connectivity? Extension cords?) Remind those bringing their own laptop to install the Arduino IDE before arriving, as this will save a lot of time during the workshop. It also may be useful to rely on volunteer help on the day to support the tutors and participants during each session.

TIP

SAFETY FIRST! Are you planning activities that may involve the use of soldering irons and other materials that may pose a risk to participants? Identify the hazards first. You must provide adequate warning and training to those who want to take part in the activity! Go through your tools and distribute protective equipment including safety goggles, gloves, etc.

3.4

TALK
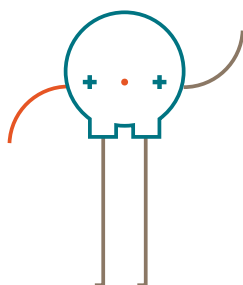
Start with a call for speakers. The main subject should be Arduino, of course! You can either propose a longer presentation format (20-30 minutes) or a lightning talk (15 minutes max).

The object of each talk is to share projects, best practices, case studies, advice, and/or your own experiences with the platform. The motto is **"inspire people with passion"** about Arduino!

Talks should be held in a dedicated area—not too noisy, aside from the rest of the event. Speakers will need a projector and microphone, if available. A clicker to navigate through the slides is also recommended.

TIP

BE PREPARED Looking for a good way to help speakers be punctual and support them pre-, during, and post-presentation? Appoint a volunteer who can assist with the agenda, time management, and Q&A.

3.5

ASK THE ARDUINO

EXPERT

Do you have an Arduino Expert in your group? If so, why not set up a corner to provide assistance on the spot?

The "Ask the Arduino Expert" could be either a Q&A session in between talks or a devoted corner in your venue where Arduino gurus can offer their tips and insight. For this, you will only need a table, a chair, and an Arduino expert eager to answers questions!

3.6

HACKATHON

Do you want to make a difference in the world? Celebrate Arduino Day by organizing a hackathon!

A **hackathon** is an event, where attendees develop project(s) around a particular problem. Small groups of participants (five people max) come together and use technology to tackle an issue, or a theme set by the organizers.

These kind of events provide the opportunity to not only engage the local community, but to share and learn something new along the way as well. At the end of the hackathon, participants will be required to create a working device based on Arduino. You can even offer a reward for the best project (like a membership to your fablab or makerspace, some swag, or a sponsored prize).

It's important for you to predefine a maximum number of participants allowed in your venue. You will also need a group of project managers to support the attendees before, during, and after the hackathon.

On the day of the event, don't forget to greet your participants and host a welcoming session that explains the purpose of the hackathon. Be clear on the schedule and deadlines, and allocate a few minutes for a final "project pitch." Encourage groups to be concise and respectful of the schedule.

Allow some time for a wrap-up session, in order to get feedback on the projects and how they accomplished their objectives.

Some of the themes we have selected for you include: physical vs. digital presence, active citizenship, and security. These are just a few suggestions, so feel free to expand or modify the themes depending on your needs.

Participants will need:

- Their own laptop with the Arduino IDE already installed or access to the Create Web Editor
- Arduino kits (e.g. Starter Kits, MKR1000 IoT Bundle, etc.)
- Reliable WiFi connection
- Power extension cords
- Projector
- Microphones
- Tables with chairs
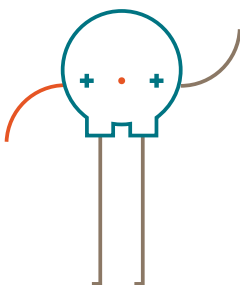
TIP

BE PREPARED If you're planning to reward participants with a final prize, look for additional sponsorships or funding! In addition, seek volunteers that can help you with registration, time management, and assisting the teams. The ratio should be one volunteer for every 10 people.

CHA-CHING! If you apply for a hackathon, you will be entitled to an Arduino Store discount to purchase additional kits.

4

SCHEDULE AND AGENDA

Well done! You've made it this far. Now let's start planning!
Decide which activities you would like to run at your Arduino Day celebration. You can mix-and-match the activities, set parallel breakout sessions, or simply hold an open day and enjoy our livestream with your community.

Here are a few suggestions:

Sample Agenda #1
- 5 minutes | Welcome attendees
- 60 minutes | Talks
- 20 minutes | Ask the Arduino Expert
- 45 minutes | Break
- 30 minutes | Beginners workshop
- 60 minutes | Advanced workshop
- 10 minutes | Wrap-up

Whole day: Open day

Sample Agenda #2
- 30 minutes | Attendee registration
- 10 minutes | Hackathon opening
- 90 minutes | Group presentations and brainstorming
- 45 minutes | Break
- 120 minutes | Hackathon activity
- 30 minutes | Project pitch
- 10 minutes | Wrap-up

Sample Agenda #3
- 5 minutes | Welcome attendees
- 20 minutes | Open day walking tour
- 30 minutes | Arduino live demos
- 45 minutes | Break
- 30 minutes | Beginners workshop
- 60 minutes | Advanced workshop
- 10 minutes | Wrap-up

Whole day: Show-and-tell

5

SETTING UP AND EVENT DAY

It's the big day! Don't panic!

Setting up an **Arduino Day** celebration requires a good team, working equipment and tools, and ample time. Identify a key event manager on your team who will be responsible for coordinating the tasks.

The first step is to **arrange the furniture and electrical equipment.** Depending on your Arduino Day activities, you will need chairs, tables, a registration desk, blackboard/whiteboards, garbage cans (please recycle!), a podium, a scoreboard, and a projector with screen. To prevent any fire hazards or injuries, it's imperative to test the electrical equipment and secure any electrical cords on the floor with tape or protective covers. If you provide your Arduino Day guests with WiFi access, be sure to also check your connection.

The second step is to **properly indicate the location of your venue.** In the Arduino Day Media Kit, you can find some customizable templates for the event's signage and schedule. Consider printing a map with all of the facilities, like restrooms, cloakroom, parking, and security exits.

Don't forget to be visible! The Arduino Day Media Kit includes an official poster and a banner templates. Feel free to place them on the main entrance of your venue.

If you're seeking volunteers, brief them before the event with all the necessary information on their duties, the venue's facilities, and the schedule.
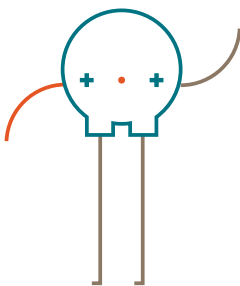
TIP

BE PREPARED On the day of the event, you can provide volunteers and participants with a customized badge. This little detail can give a big boost to team spirit!

STRIKE A POSE AND GO SOCIAL! It's your big day, share it with the community! Take pictures, videos, selfies, stories, and don't be shy. Share them on social! Let's celebrate together using the hashtag #ArduinoD18.

MAKE A CHECKLIST! An event planning checklist is an invaluable tool for identifying all the details that will make your Arduino Day a success.

5.1

SAMPLE CHECKLIST

☐ Sample Checklist

☐ Brief your volunteer on their duties

☐ Assign tasks to your volunteers

☐Set up your rooms

☐Test your equipment

☐Check your WiFi connection

☐Print your venue maps

☐Hang posters, banners, and signage to guide attendees

☐Follow the planned agenda

☐Organize a check-in system for attendees

☐Share your day on social media with #ArduinoD18

☐Print the Arduino Day attendance certificate

6

WRAP-UP

And that's all folks!

The event may be over, but there is still some of work to be done! Your **Arduino Day was a big success**… and now that everyone's gone, you'll need to collect the leftovers and tidy up the event space. We strongly encourage you to recycle, and follow your local waste collection guidelines.

Thank all the people who supported you for their time, hard work, and invaluable contribution to making your day successful. In the Arduino Media Kit, you will find a template for a customizable certificate of participation. Make sure you print out the certificates beforehand!

The days following the event are just as important as setting up. This is your opportunity to ask for feedback and debrief. Send out a post-event evaluation form using Google Forms or SurveyMonkey to determine what went well and what could be improved for your next Arduino Day.

Don't be a stranger! You could keep everyone posted with photos and videos. Create a gallery on social media and ask your community to contribute too. If you manage a blog, you can also write a detailed post that recaps your event, or you can interview some of the participants to hear about what they enjoyed most about Arduino Day.

Expressing gratitude is the best way motivate your team and community. Thank as many people as possible via email! Plus, don't forget to invite participants to attend **Arduino Day 2019!**

7

ARDUINO

EDUCATION

Arduino Day officially welcomes schools and universities!

This year, we want to give a voice to all the **teachers** and **educators** who are currently using Arduino in their classroom, encouraging them to **join our worldwide celebration.**

Arduino Day can facilitate dialogue with your colleagues around the use of Arduino in the classroom, or experiment with your students in short workshops and other hands-on activities.

If you're planning to run an Arduino Day event in your school or university, you can create a special tier for other educators to explore the following subjects:

- Curricular Area: Discover how Arduino can be implemented within cross-curricular activities.
- Pedagogical Practices: Share your Arduino case studies and best practices.
- Technical Features: Organize a workshop or discussion on Arduino technology.
- Collaboration and Communities: Engage with your local community of teachers, who already use Arduino in their classroom and be an inspiration to those just getting started.

8

FAQS

Why do I need to subscribe to Arduino.cc?
Last year, many organizers needed to tweak their application due to changes in location and other details. Logging in with an Arduino profile is the only way for you to edit your submission.

Why haven't I received a confirmation email?
Please check your spam folder!

Why is my pin not on the map?
We need a week to approve submissions. You'll receive an email when your event is on the map.

My submission was approved and my pin was on the map, but it has now disappeared.
A link to the event agenda has to be added to the application by May 6th. You can edit your event details anytime by logging onto day.arduino.cc. If this link is missing, your event will be removed from the map.

If we are organizing Arduino Day with other local groups, should we submit more than one application?
No, one application will suffice. Just add all the names of the organizations involved on the form.

What can I do with the Arduino Day Media Kit?
You can use the kit to customize your event with the official Arduino Day graphics.

How can I use the discount code?
As a registered organizer, you can purchase any product from the Arduino Store by May 31st. You'll receive 10% offer by adding the discount code upon checkout.

Will I receive a certificate of participation as an organizer?
Yes, we will provide one certificate for each approved submission the week following Arduino Day.

I need further assistance. Who should I contact?
If you require further assistance, send us an email at arduinoday2018@arduino.cc.