



NASA

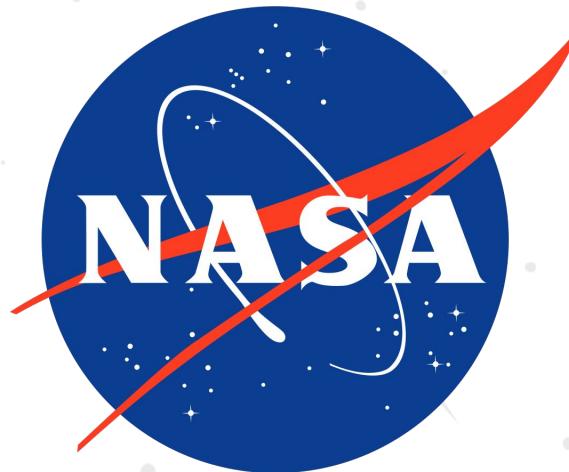
INTERNATIONAL  
**SPACE APPS**  
CHALLENGE

VIRTUAL EVENT PLANNING KIT

October 2-3, 2021

#SpaceApps

Space Apps is led by



in collaboration with

Booz | Allen | Hamilton



SECONDMUSE

Now in its 10th year, Space Apps is an international hackathon for coders, scientists, designers, storytellers, makers, builders, technologists, and others in cities around the world, where teams engage with the National Aeronautics and Space Administration's (NASA) free and open data to address real-world problems on Earth and in space. During the Space Apps Challenge in 2020, we saw more than 26,000 community members join as participants while 150+ Subject-Matter Experts, 250+ Local Leads, and 30+ Ambassadors joined to support those participants. Space Apps is a NASA-led initiative organized in collaboration with Booz Allen Hamilton, Mindgrub and SecondMuse.



# The World Needs YOUR Ideas

Space Apps gives participants the opportunity to bring projects to life for a wide range of applications. We are looking forward to seeing what innovative, creative ideas participants bring to the community this year.

Space Apps is the global community's chance to experience, experiment, and explore solutions to our universe's biggest challenges!

As the countdown to our tenth year of Space Apps continues, we are increasingly eager to have problem-solvers of all walks of life join us on the journey, whether hosting a Space Apps event in their community, rolling up their sleeves and participating, or helping students, professionals, engineers, makers, artists, coders, and storytellers on their intrepid travels into Space Apps.



## The Virtual Event Planning Kit

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This planning kit was developed to guide and support teams interested in planning a NASA International Space Apps Challenge virtual event for their city. The kit includes the following sections:

- About Space Apps
- Your Role as a Local Lead
- Registration
- Communication and Outreach
- Challenges, Solutions, and Awards
- Agenda and Timeline
- Event Documentation
- Contact Information

# What is a Hackathon?

Traditionally, hackathons are technology development marathons that draw on the talents and initiative of bright-minded volunteers –such as software developers, engineers, technologists, designers, scientists, and anyone with a passion and desire to have an immediate impact on the world. Hackathons are open to anyone, and are focused on developing real solutions to global challenges by the end of the event. For each year's NASA International Space Apps Challenge, NASA designs challenges, and we (the Global Organizing Team) work with local hosts (Local Leads) around the world to implement events where teams work intensively to design solutions over the course of a 48-hour period.

A photograph of a young woman with long brown hair, smiling as she works on a laptop at a desk. She is wearing a black t-shirt with the NASA International Space Apps Challenge logo. In the background, another person with curly blonde hair is visible.

## About Space Apps



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# What is Space Apps?

The NASA International Space Apps Challenge (or Space Apps) is an international hackathon that will take place over a 48-hour period virtually for cities around the globe between October 2nd and 3rd, 2021.

The event embraces collaborative problem solving with a goal of producing open-source solutions to challenges we currently face on Earth and in space.

Details on this year's event can be found at <http://spaceappschallenge.org>

# Space Apps History

Date	2012	2013	2014	2015	2016	2017	2018	2019	COVID-19 Challenge	2020
Number of Locations	25	83	95	133	161	187	200	225	6 Regions (Virtual)	251 (Virtual)
Number of Participants	2,000	9,000	8,200	13,000	16,000	25,000	18,000	29,000	15,000	26,165
Number of Countries	-	44	47	-	-	69	75	71	150	148

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Your Role



# Your Role as a Space Apps Local Lead

Once your application is approved, you can begin planning your event! For NASA Space Apps 2021, a Local Lead is responsible for taking the following steps in organizing their virtual event.

January - June

- Step 1: Receive approval email to host your all-virtual Space Apps event.
- Step 2: Familiarize yourself with Local Lead resources and Participant resources (to be shared June 2021)
- Step 3: Read and sign the Local Lead Terms and Conditions and then [join the Slack group](#) to connect with other Local Leads and share your questions.

July - October

- Step 4: Create and publish your Location Page.
- Step 5: Promote your event locally to Participants, and spread the word about the Challenges!
- Step 6: Decide on which digital tools you want to use for your event. Coordinate logistics including the virtual venue (accessibility, capacity, connectivity), and support (team of volunteers, collaborators, sponsors).

# Your Role as a Space Apps Local Lead

July - October

- Step 7: Join 3-5 global planning calls for the Space Apps 2021 hackathon.
- Step 8: Recruit Local Judges and mentors.
- Step 9: Engage collaborators and sponsors, as needed, to help spread the word, offer local awards, etc. Promote the Space Apps hackathon to your country and local community, including past Space Apps participants
- Step 10: Message Participants with updates, resources, and reminders regarding what to expect - including an event agenda and Code of Conduct.
- Step 11: Support Participants in forming teams, before hackathon weekend and/or at the start of hackathon weekend. Support your region's participants with questions about Space Apps.
- Step 12: Host your all-virtual Space Apps event!
- Step 13: Submit your event's two Global Nominees.

A step by step guide providing detailed information on each step will be released.

# Your Role as a Space Apps Local Lead

## Local Lead Terms and Conditions

- The Space Apps community is made up of wonderful, creative and passionate people. With your help, we are committed to encouraging collaboration and positive global problem solving through all communications and during the Space Apps Weekend.

As a Local Lead, we expect you to do your best to uphold the 2021 Space Apps Code of Conduct and to have read and understood the Participant Legal agreements both found on the Space Apps website.

You will be sent a form asking you to read the Code of Conduct and Participant Legal agreements and confirm your understanding.



# Local Lead Title

What title can I use?

You may represent yourself as a "NASA International Space Apps Challenge Local Lead" or "NASA Space Apps Challenge Local Lead of X" (Where X is your approved city) on social media, LinkedIn, your resume etc.

You may not list yourself as an employee of NASA, that you work for NASA, or as the Local Lead of a whole country.

If you have any questions about terminology you may use please contact the Space Apps Global Organizing Team (GO Team) at [community@spaceappschallenge.org](mailto:community@spaceappschallenge.org)

# Local Lead Title

What should my LinkedIn experience look like?

You may not link to NASA's website ([nasa.gov](http://nasa.gov)) when referring to your role in Space Apps.

If you would like to list your role as a Local Lead on LinkedIn or in your resume you may link to this website under Volunteer experience:

1. <https://www.spaceappschallenge.org/>

LinkedIn Example:

## Volunteer experience



**NASA Space Apps Local Lead**  
NASA International Space Apps Challenge  
Sep 2019 – Present • 1 yr 9 mos  
Science and Technology



## Participant Registration



# Registration: Participants

Participants may pre-register prior to the event, or they may register day of the event. As a Local Lead, you will finalize a page for your specific location on the

- <http://spaceappschallenge.org> website.

Registration will be available a few weeks prior to the event on your location page. Participants may NOT register on any other website.

This is important, because your location page on spaceappschallenge.org is the only place where participants can sign up for your event.

Due to NASA regulations, Space Apps events are not permitted to charge participants for attendance.

# Registration: Location Page

You will be given instructions on how to edit your page and add information about your local event.\*

- You must identify on your Location page how many people your virtual event can accommodate (i.e. what is the capacity for your meetings/ tools like zoom). Some events have only 20 participants, while others have 400+ attendees. The number of participants will vary from one location to another.

- Based on previous events, we estimate that 50 – 60% of pre-registrants will actually attend, while some who have not signed up will appear the day of the event. This varies for each local event.

- We recommend including the link for your location in all of your outreach and PR materials to encourage participants to sign up.

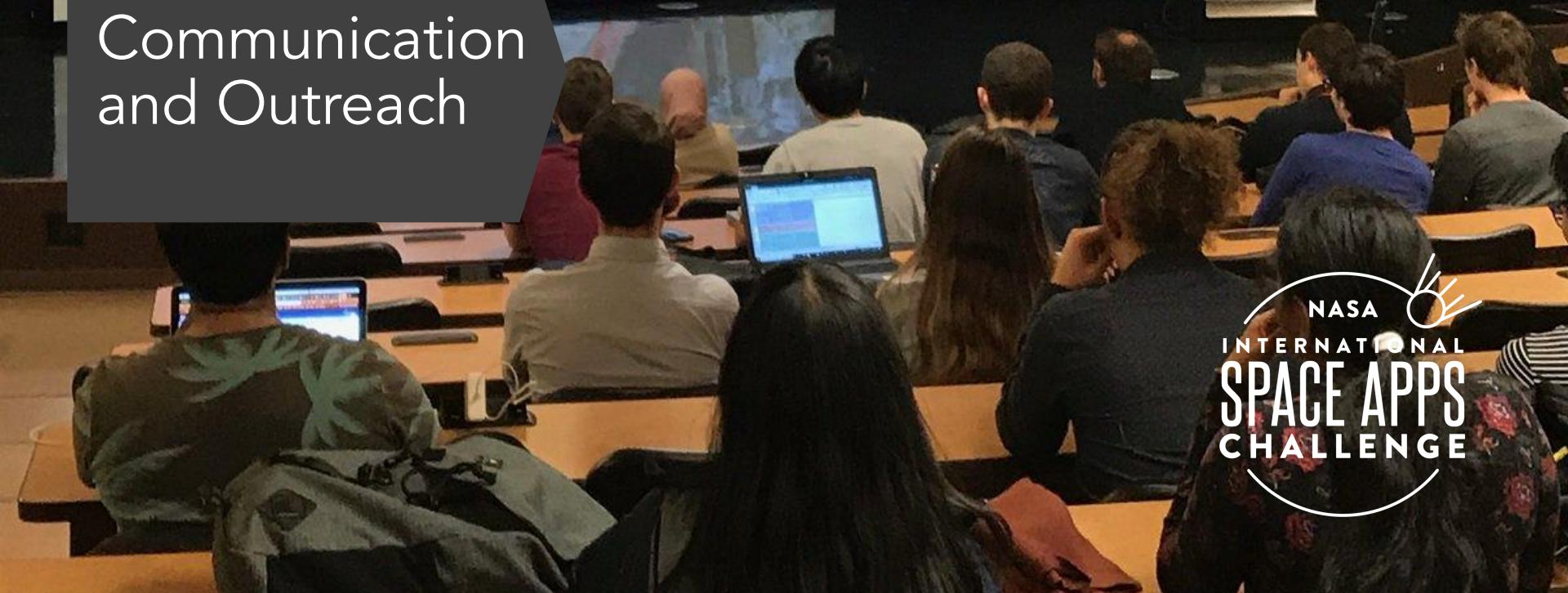
\*Note: Leads are allowed to create independent websites for their own Space Apps events to provide more information to participants and potential sponsors. However, you must populate your location page on [spaceappchallenge.org](http://spaceappchallenge.org), as all participants registering for the event must do via the [spaceappchallenge.org](http://spaceappchallenge.org) site.

# Registration: Participants

We recommend setting up a virtual registration desk/ welcome call at the start of your event. Have at least one person available to:

- Direct participants to relevant resources
- Register anyone who has not pre-registered
- Direct attendees to the collaboration tools available and the schedule
- Answer any questions
- Help participants connect with their team

# Communication and Outreach



# Global Collaborators

Each year the NASA International Space Apps Challenge Global Organizing Team collaborates with organizations from around the world. These collaborators provide participants and/or Local Leads with tools and resources that enable the creation of solutions.

The Global Organizing Team selects Global Collaborators each year. The Global Collaborators in 2020 were: Amazon Web Services, Go Daddy Registry, Google, IBM, Meteomatics, Microsoft, and Miro (subject to change for 2021).

Local Collaborators are the responsibility of Local Leads (see next slide)

# Local Collaborator Outreach

You may want to consider inviting local organizations to be a part of your event for the NASA International Space Apps Challenge. Each Local Lead is responsible for their own Local Collaborator outreach efforts but it is not required. Below are some ideas to get you started:

- You could reach out to software and technology companies, telecommunications companies, NGOs, civil society organizations, government offices, universities, etc to help spread the word about your event or for a specific ask.
- Some examples where Local Collaborators might be helpful: outreach, sponsoring the cost of a web platform, providing volunteers, providing speakers, or sponsoring local awards.

A step by step Local Collaborator Guide will be released to all approved Local Leads. This guide includes template language you can use to do your outreach to recruit Local Collaborators.

# Participant Outreach

Remember that the NASA International Space Apps Challenge is looking for more than just coders and developers! Seek out anyone passionate about space exploration, the environment, and social needs that can support the event. Consider marketing your event via the following channels:

- Tech and non-tech meet ups to network and meet people
- Technology related mailing lists (begin at least 1 month prior to the event)
- Local university mailing lists
- Technology-related blogs (or appropriate personal blog)
- Twitter – hashtag #spaceapps
- Facebook and LinkedIn groups
- Clubhouse
- Personal invitations for friends that may be interested
- Help participants market the event to their friends (provide to them a brief pitch that tells about the event, and includes the time and the place)

Use resources listed at [www.spaceappschallenge.org](http://www.spaceappschallenge.org) a starting point.

# Volunteer Outreach

Each Local Lead is also responsible for organizing volunteers. Think about who you will need to run the event such as:

- Registration support
- People to help manage logistics like accessing internet and collaboration tools
- People available to answer questions
- People to help manage the meeting software, and technology issues

*Remember that these are suggestions. Consider the appropriate number of volunteers for your specific event and unique location.*



# Media Outreach

Here are some suggestions for managing media outreach for the event:

## Press Releases

We will circulate sample press releases to Local Leads at least four weeks before the Challenge. You may share those releases with your local media outlets (press, TV, and online media) and invite them to cover the event. You may wish to translate the press release into your local language.

## Websites

Link to the NASA International Space Apps Challenge website from your own website.

## Blogging

Reach out to local, national, and international tech blogs and ask them to post about the Challenge. Include a link to the website and registration page. Post about the Challenge on your own organization's blog and media stream (Twitter, Facebook, LinkedIn or Instagram), and ask your local partners to do the same. Include a link to the website/registration page <http://spaceappschallenge.org>.

## Slack Workspaces

Reach out to Slack workspaces you are a part of to ask them to post about the Challenge.

# Social Media Outreach

Here are some suggestions about managing social media engagement for the event.

## Use of Social Media

In addition to using blog posts and Twitter as a platform to spread the word about the NASA International Space Apps Challenge, you may choose to engage in conversation using social media as much as possible regarding your event. Two-way dialogue is an effective and rewarding method of engaging participants and the interested public alike, and its prolific use will make the NASA International Space Apps Challenge a richer experience worldwide.

## Twitter, Facebook and Instagram

As mentioned, the #SpaceApps hashtag is the convention for the worldwide event, but you may also consider using #SpaceApps[location] as a standard in order to communicate logistical updates that only apply to your location. We recommend including this secondary hashtag in all local electronic communications and printed material.

Twitter: The official twitter account is @spaceapps <https://twitter.com/spaceapps>

Facebook: <https://www.facebook.com/spaceappschallenge/>

Instagram: The official account is @nasa\_spaceapps [https://www.instagram.com/nasa\\_spaceapps/](https://www.instagram.com/nasa_spaceapps/)



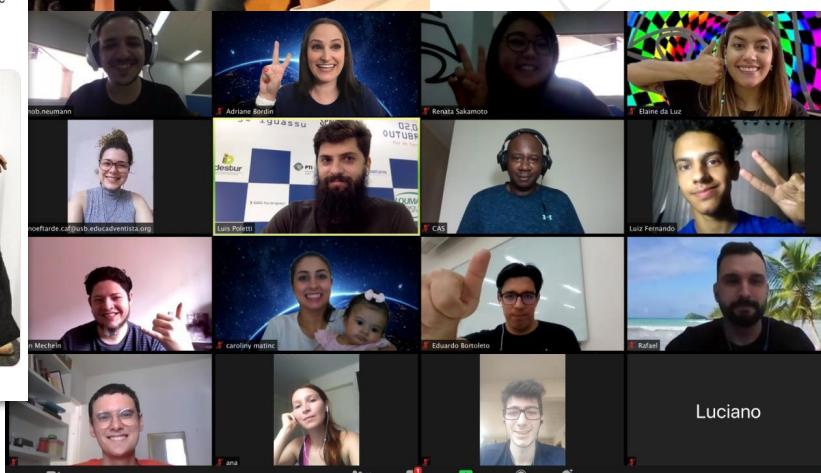
Developers in Vogue @devinvogue - 23 Oct 2018  
Congrats to our Jamila and team on winning the NASA Space Apps Challenge in Accra last weekend.

They built a mobile app and API which uses machine learning to crowd-source and verify information for early detection of wildfires.

#LetASisterKnow #WomenInTech #SpaceApps #NASA



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Noemi Derzsy @NoemiDerzsy - 26 Oct 2018  
Happy judges at #NASA #SpaceApps Hackathon, after seeing 28 amazing #datascience & #AI projects created in only a weekend. But nonetheless, we agreed on the winner teams pretty fast!



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# Challenges, Solutions, and Awards



# Challenges

- NASA develops the challenges for each year's Space Apps event. Challenge statements will be posted on [spaceappschallenge.org](http://spaceappschallenge.org) about one month before the Space Apps event.
- Many Space Apps cities choose to host an informal virtual Pre-Event Meet-Up, where participants are invited to get together to brainstorm about the challenges and start forming their teams (but *not* to start working on their solutions – that happens at the event!).
- You are welcome to invite local experts and scientists to speak to your participants about the challenge themes and inspire them in their brainstorming. The Space Apps Global Organizing Team will make a virtual Pre-Event Meet-Up Planning Guide available to Leads in August.
- It's *not* just about smartphone applications! During the NASA International Space Apps Challenge, teams will utilize publicly available NASA data to design all kinds of innovative solutions.

# Solutions/Projects

During the event, participants will organize into project teams focused on solving one of the specific challenges issued by NASA. Any project team that includes at least one participant makes that project eligible for awards at that participant's location.

In order for a project to receive an award or be eligible for global judging, it must be submitted to the Space Apps Challenge website via a Project Page. The Project Page must include links to the original resources, such as a source code repository or hardware schematics. Solutions will only be accepted for judging if they are licensed under an Open Source License as determined by the Open Source Initiative: <http://opensource.org/licenses/alphabetical>. It is important that you tell your participants about these requirements before the Challenge begins.

# Local Awards



- Local Leads may provide awards for their local event. Leads may consider giving awards at their location for best solutions on a specific challenge, most creative solution, most social impact, etc. It's up to you!

- Local Leads select judges who will review the completed projects and determine local winners.

- We will provide Leads with the guidelines for selecting judges, as well as the global judging criteria prior to Space Apps weekend.

# Global Awards

- Local Leads will be able to nominate a few teams/solutions from each Location for consideration in the global judging process.

The global judging process is managed by NASA. Finalists for global awards will be announced four to six weeks after the event, and NASA will announce the winners in January, 2022.



A collage of images featuring NASA astronauts and children in space-themed gear. In the top right, a man in a black cap and flight suit poses with a young boy in a red jumpsuit. In the center, a young man in a red jumpsuit gives a thumbs up. In the bottom left, a young boy in a red jumpsuit gives a thumbs up. In the bottom right, a young girl in a red jumpsuit gives a thumbs up. The background shows a wall with various informational posters.

# Agenda and Timeline



# Sample Event Agenda

## Day 1

- 9:00 a.m. Virtual Registration and Welcome Call
- 10:00 a.m. Schedule and logistics announcements
- 10:30 a.m. Subject Matter Expert briefing
- 11:00 a.m. Begin developing
- 12:30 p.m. Lunch break
- 1:30 p.m. Developing continued
- 4:30 p.m. Optional progress briefing, more developing
- 6:30 p.m. Dinner break
- 8:00 p.m. More developing

## Day 2

- 10:00 a.m. Logistics briefing & updates
- 10:15 a.m. Begin developing
- 12:00 p.m. Submission Deadline
- 12:00 p.m. Lunch break
- 1:30 p.m. Presentations
- 3:00 p.m. Judging, voting
- 3:30 p.m. Awards
- 4:00 p.m. Post-event social

# Timeline

Two to three months until the NASA International Space Apps Challenge

- ❑ Ensure that your Location page is completely up to date with all relevant information that your participants will need.
- ❑ Begin outreach to encourage registration and attendance.
- ❑ Begin outreach to Local Collaborators (if applicable)
- ❑ Post on your organization's blog or website about your involvement in the Challenge, and link to the <http://spaceappschallenge.org> website and participant registration.
- ❑ Reach out to local tech bloggers and ask them to post about the Challenge.
- ❑ Reach out to local subject matter experts about potentially attending the event to advise on any of the posted Challenges or on other projects your location wishes to work on.

# Timeline, continued

One to two months until the NASA International Space Apps Challenge

- ❑ Begin mainstream PR—send press releases to local media. Extend invitations to press, where appropriate.
- ❑ Secure a local organizing team member, developer or subject matter expert to act as the emcee for the event.
- ❑ Challenges are published approximately one month before the event. Consider hosting a virtual pre-event meet-up for participants to form teams and brainstorm about challenges.
- ❑ Invite your judges to participate, and distribute global and locally-determined judging criteria.
- ❑ Decide on awards for local winning teams (if you plan to offer any—it's entirely up to you).

# Timeline, continued

Two weeks until the NASA International Space Apps Challenge

- ❑ Confirm necessary technology or meeting software support.
- ❑ Confirm any VIP speakers or mentors that you plan to have attending, as well as any local scientists or experts who might be present to speak about the challenges.

One to two weeks until the NASA International Space Apps Challenge

- ❑ Send out a confirmation email to all those registered for your location with start and end time of Challenge, meeting links, and calendar invites.
- ❑ Confirm bandwidth availability (sufficient IP addresses, passwords, access points, etc.).

# Timeline, continued

One day until the NASA International Space Apps Challenge

- Download registration spreadsheet to use at check in.
- Confirm that all technology needs have been met and have been properly set-up.
- Run through logistics and agenda with local organizing team, volunteers and support.

Day of event

- Host your event
- Have fun!



# Event Documentation



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# Event Documentation

Share your event's social media channels so that we can follow you on Twitter, Tumblr, Facebook, Instagram and any other relevant platform!

Twitter: Encourage participants, partners and volunteers to tweet about their involvement using #SpaceApps. As they do this, encourage them to post pictures and videos to give others around the world an idea of what is happening at the event.

Blogging: If you blog about the event, please e-mail your blogs to [community@spaceappschallenge.org](mailto:community@spaceappschallenge.org) so we can amplify them. Blog topics could include:

1. Before the event: How is your planning going? What are the details? Do you have any special guests? Provide any/all of this detail!
2. During the event: We'd love status updates! How are the projects coming? Did you have any great moments?

Encourage participants and partners to blog about their involvement in the Challenge. Let them know that we will look to share them!

# Post-Event Documentation

Survey: Each Local Lead will be asked to fill out a brief feedback form after the event to let us know how the event went, what the results were, who the winners were, and what lessons you learned that you'd like to pass on to future organizers. This will be your chance to pass on anything you have learned or want to communicate. We take this feedback very seriously and every year try to implement whatever we can to improve the process for organizers, so your candid feedback is very valuable!

# Encouraging Projects After Space Apps

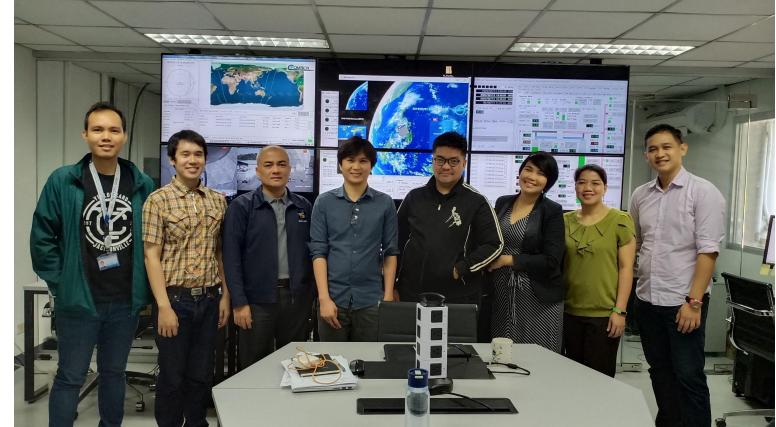
Many Space Apps communities are interested in ways to grow, incubate, and accelerate high potential projects coming out of the NASA International Space Apps Challenge.

In 2015, we developed a Post-Event Acceleration [Space Apps Acceleration Toolkit](#) for any Space Apps organizers or community members interested in taking projects built at Space Apps to the next level of development.

If you, or others in your local community, are interested in supporting projects emerging from Space Apps, check out the Toolkit and get in touch with [brIDGETTE@spaceappschallenge.org](mailto:bridgette@spaceappschallenge.org) for further information.

# Thank You!

- We realize that the success of the NASA International Space Apps Challenge is completely dependent on the passion and involvement of Local Leads like yourself. Thank you so much for your commitment and participation!



# Contact Information

Space Apps Community Management Team  
[community@spaceappschallenge.org](mailto:community@spaceappschallenge.org)

Website  
<http://spaceappschallenge.org>

Twitter  
@SpaceApps

Facebook  
<http://facebook.com/spaceappschallenge>

Instagram  
[https://www.instagram.com/nasa\\_spaceapps/](https://www.instagram.com/nasa_spaceapps/)

Hashtag  
#SpaceApps



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