**Goals**

* Establish ourselves as experts and leaders in the field of hosting hackathons
* Show potential participants and clients that we offer the best hackathon experience for participants and that we are expert hackathon organizers
* Create valuable content to share with our community

**Audience** (in priority)

1. Participants
2. Clients
3. Sponsors

**Potential Blog Topics**

1. What is a hackathon?
2. what is a hacker?
3. Why host a hackathon / The Benefits of hosting a hackathon / 10 reasons to host a hackathon
4. How to Increase Engagement and Participation in a hackathon
5. How to host a diverse, inclusive hackathon?
6. Do you have time to organize a hackathon?
7. How to attract developers to your hackathon event
8. The importance of themes/challenges in a hackathon
9. Participant Experience
10. Virtual hackathons vs Physical Hackathon
11. What should be at your hackathon HUB
12. Judging Criteria
13. Picking the right Judges
14. Not all hackathon teams want to become startups
15. The importance of team building at hackathon
16. How to prepare for an upcoming hackathon
17. How to build the best team for an upcoming hackathon
18. How to get the most out of a hackathon experience