## Target #’s

* 25-30 total HUBS
* 600 participants
* 10 HUBs in Ontario

**Social Media**

Twitter Followers

300 new followers

Facebook Likes

200 new likes

## HUBs

* **Structure -** *Where will the GCA take place*
* Physical HUBS
  + on campus
    - need wireless internet, outlets, and desks and chairs
  + self sufficient
    - Physical HUBs will be organized and managed by our school champions
    - we will provide informational packages instructing them how to run the HUB
* virtually on the GCA website
* Outreach
  + Promo Package
    - Information on how to best promote the HUB to recruit participants
    - includes pre-written emails, social media posts, ready to print posters to set up around campus
  + Hackathon Event Package
    - package with instructions how to best run a hackathon HUB
    - contains event rules and regs, event overview, how to submit their apps, and FAQs
  + Quantity and timing
    - 1 promo package to each HUB
    - 1 Information package to each HUB
* Support
  + 24 hour email hotline for event questions only, no technical questions

## Participant Engagement

* Social Media
  + Twitter and Facebook
    - Twitter
      * Generate tweets every day starting 2 months before the events
      * Focus on game industry news and game development resources and tips
    - Facebook
      * 1 facebook post a week starting 2 months in advance of event
      * event information and tips on how to be successful at the GCA 5
* Email Marketing
  + Detailed Plan
  + 7 emails going out to participants, all with important event information and tips on how to be successful during the hackathon
    - 3 leading up to the event
    - 1 launching the event
    - 1 during the event
    - 2 post event
  + Expected hours: 15 hrs

## Hackathon

* Event outline
  + Timing/activities
  + Twitter Challenges
  + Live Stream
* Submission Process

31st reach out to sponsors

following friday reach out to schools

Website live sept 1st

website complete 15th

Nov 26th grande finale