**Expertise**

Overview:

1. **Event and Contest Definition**

* **Industry Research**
  + l.Extensive industry research will allow us to come up with a hackathon concept that meets your unique needs
* **Identify strategic objectives and goals** 
  + We will identify strategic objectives and goals and ensure the hackathon accomplishes them
* **Hack within a Budget**
  + We can plan and manage your hackathon within a budget
* **Event Legality**
  + Hackworks willmanage the event legality, registration and rules and regulations.

**2. Find your target Innovators**

* **identify your stakeholder & Influencer groups** 
  + We will find and target the groups that care about your hackathon and the problem it’s setting out to solve
* I**dentifying influencers in key industries**
  + Identifying and activating relevant interest groups and equipping them with the information and tools needed to help recruit participants and raise overall awareness of the event.
* **Identify the target participants** 
  + We will find the hackers, developers, designers and idea generators that are relevant to your hackathon

**3. Recruit and engage participants**

* **Recruit Participants**
  + We will engage target participants and motivate and inspire them to register and participate at your hackathon event
* **Manage Registered Participants**
  + Track and manage all registered participants
* **Participant** **Communication**
  + Good communication between the hackathon organizers and participants is key to a successful hackathon. Hackworks will ensure all important event information is communicating effectively to participants
* **Community Development**
  + Build and manage a community around your hackathon
* **Social Platform Development & Mgmt**
  + We will create, develop and manage your hackathons unique social media platforms including Facebook, Twitter, Instagram and Youtube.
* **Targeted Advertising**
  + Utilize targeted advertising on social mediato find, recruit and engage potential participants

**4. Provide valuable resources to participants**

* Provide participants with **valuable development resource**s to help them with their hackathon projects will result in higher quality final submissions

**5. Create recruitment opportunities**

* **Manage relationships with developers**
  + We have an extensive network of developers that are passionate, smart and, in many cases, looking for their next opportunity. We connect top talent with employers to mutual success.

**6. Plan, organize and execute your hackathon event**

* **Event Execution & Staffing**
  + Hackworks will fully staff the event with fun, enthusiastic personal that will help the participants with any questions
* **Participant Experience**
  + We will create a fun, engaging environment and provide a rewarding learning experience for participants
* **Digital Event Management**
* **Event Component Management (AV, Catering etc.)**
  + We have worked with a range of service providers and If your hackathon event requires AV, catering, equipment rentals etc. then we will handle that.

**7. Establish Competition structure & Judging Criteria**

* **Submission Process**
  + Our submission process that easily allows all participants to submit their apps online
* **Submission Testing**
  + Our team will build and test all participant submissions
* **Judging Criteria and Process**
  + We will come up with a judging criteria that that fits your industry and event and manage the judging process, ensuring the best apps come out on top.
* **Research, Definition & Recruitment of Judges**
  + Whether its celebrity judges, or industry experts, we will research and recruit a judging panel that fits your event

**7. After The Hack**

* **Product Review & Rating**
  + We will review and rate all the submissions
* **Investment and Funding**
  + Using our network we will help facilitate investment interest in the projects that come out of the hackathon
  + connect our participants with the funds they need to turn an idea into a business
* **Recruitment** 
  + Connect passionate participants looking for their next career opportunity with organizations looking for talented developers
* **Social Audits & Attendee Surveys**
  + Provide Custom Reporting on the hackathon results

# **Services**

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**Overview of section:**

**Creative Services**

* **Brand Development**
  + Establish a clear, consistent and understandable brand for your hackathon that supports your business objectives.
* **Experiential Event Design**
  + By utilizing cutting edge experiential event design and implementing innovative and exciting engagement techniques we enhance our participants experience
* **Video Production**
* **Web Design**
* **Print Design**
* **Infographics**

**Technical Services**

* Custom Website Development
* Submission tool - Technical Submission System
* Technical Evaluation of submissions

**Communications & Content Strategy**

* Email Marketing
* Publicity & Media Relations
* Copywriting
* Reputation Management
* Custom Content Creation
* Content Marketing
* Social Content Creation & Distribution