An effective way to recruit participants is activating relevant interest groups and equipping them with the tools needed to help the overall promotional effort. These groups are:

**Computer Engineering & Digital Art Academia**

Schools encourage students to test their skills by participating in tech challenges. HackWorks will leverage existing relationships with computer engineering programs to recruit participants.

* Ex. U of T, Ryerson, OCAD, York, Humber

**Coworking Spaces**

* HackWorks will reach out to Toronto coworking spaces, these are communities of freelance developers and designers who share and trade their skills with one another.
* Ex. Bento Miso

**Coding Workshops**

* Toronto area Coding workshops will allow us to recruit a range of talented and motivated developers.
  + Code Academy, Ladies Learning cCode

**Meetups**

HackWorks will reach out to relative developer Meetups in the Toronto area and encourage the organizers to post about the hackathon to the announcement board.

**Accelerators and Incubators**

* HackWorks is part of the startup community and well connected and will leverage existing relationships and create new ones.
  + Ryserson DMZ, Communitech

**Supply Chain Managers**

Supply chain managers can provide valuable insights into what challenges they face in their daily work routines and would be highly interested in supporting the development of tech that helps solve these problems.

Interest groups will receive customized promotional packages including:

* briefing material with more information on the event
* pre-made content to share on social channels and send to email lists
* suggested promotional activities to encourage registration
* promotional assets like ready-to-print posters and other signage.