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

Relevant interest groups with the potential to boost participant recruitment and significantly increase awareness amongst target audiences are:

Target relevant interest groups to boost participant recruitment and significantly increase awareness amongst target audiences and equip them with the tools needed to help the overall promotional effort. These interest groups are:

**Computer Engineering & Digital Art Academia**

If given the right materials, professors and other leaders in academia readily encourage students to test their skills by participating in tech challenges. Leveraging HackWorks existing relationships with the academic leaders in computer engineering in Canada, they will play a key role in the promotion of the event to participants.

**Supply Chain Managers**

We will reach out to supply chain manager groups to provide valuable insights into what challenges supply chain managers face in their daily work routines and what kind of tech they believe can help.

**Entrepreneurial Community**

This includes activating incubators, accelerators, as well as collaborating with existing communities such as those featured on startupcan.ca. Considered a startup itself, HackWorks is part of this community and uncannily well connected and will leverage existing relationships and create new ones.

Interest groups will receive customized promotional packages including:

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

Ir order to effectilvey engage with participants and motivate them to participate in the hackathon and to spread the news of the hackathon to their circles.

Hackworks will utilize the below 4 platforms to

Communicate important hackathon information to registered and potential participants, Enhance branding of SCMA and Raise awareness of the SCMA hackathon brand and promote the innovative apps that are created.

ADD STUFF ON BOARD TO SLIDE