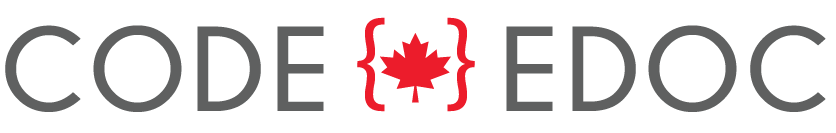
Results & Action Items

Hackworks Strategic Planning

Hackworks Marketing

**Main goals of Hackworks Marketing 2016:**

* develop overall marketing strategy
* develop content plan
* Nice to have: launch startups

**General Action Item:**

1. Review feedback in participant questionnaire, set a meeting to review and discuss repetitive feedback and how to take this into consideration for CODE 2016.

*Due Date / Follow-up: June 12th*

1. Create CODE 2016 Pitch Deck, distribute to GoC.

*Due Date / Follow-up: June 26th*

1. Research the impact the election has on the government and if / when they “shut down”.

*Due Date / Follow-up: June 26th*

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| **Promotion and Recruitment** | | | |
| **Description** | **Action** | **Due Date / Follow-up** |  |
| **Marketing** | | | |
| Overview:  Goals:   * More active and reactive engagement on social media. * Increase FR following and engagement rates. * Get GoC to help out with suggestions for content. * Create messaging guidelines and goals for the different social channels. * Explore paid advertising. |  |  |  |
| **Partner / Influencer Engagement** | | | |
| * Open data network was eager to help * Engage them earlier * Startup community was not as responsive helping to promote as we would have liked   Goals:   * Give them more clear actionables * Build relationships with the most important on the lists (open data & Startup community) * Ideally communicate one-on-one or create segmented lists for more targeted communication * Expand and update existing lists (ask Kent for OD influencer email lists?) | 1. Identify main influencer groups for CODE, further segment, update and expand the lists, identify the most important people/institutions and build a relationship pre-CODE. | A.  June 19th: All Infl. / potential partners are identified  July 3rd: Lists have been updated, added to and segmented. The top 15 influencers have been identified.  August 3rd: all influencers have been contacted. |  |
| **Media** | | | |
| * Much more media coverage than last year. * Not as much coverage of the winners as we had hoped. * Media fatigue because the events were all so close together.   Goals:   * Space out events to avoid media fatigue. | 1. Review timing of CODE events to avoid media fatigue. 2. Brainstorm media angles. | 1. June 19th: Supply suggestion for new CODE timeline. 2. June 26th: Present new media angles as part of CODE 2016 pitch deck. |  |
| **Road Show** | | | |
| * Objectives ≠ Outcome * Media was underwhelming * Did not work for all audiences (VC’s, participants, startup founders, government people, media) * First experiment with social ads and they worked well for such events   Goals / Suggestions:   * Attach ourselves to an existing event that ties into the open data story. * Objectives should be connecting with the local open data community and community creation. * Remove the VC component and no more talks. Maybe invite the start-up founders as mentors for teams? * Remove the Minister (unless he wants to be involved) | * Ensure objectives are adjusted and this is communicated in the CODE 2016 Pitch Deck. * Review dates for road show stops far in advance (check for other events to attach ourselves to), coordinate with local open data groups (maybe even co-host?). | All this will be decided during the creation of the CODE2016 Pitch Deck, which will be finished by June 26th. |  |
| Participant Education & Engagement | | | |
| Email (content marketing) | | | |
| * Email templates looked pretty darn good! * Emails do not go into spam filters anymore (for most participants). * Not very consistent with email communication. * Not very targeted. * Mailchimp templates are limiting. * Lists should be better organized and more information should be gathered about the contacts we have (crossreference withy location, submission info from code / gca?). * Content was always the bottleneck. Possible sent more updates that are light on content?   Goals:   * Better, more segmented email lists to allow for more targeted communication. * Multiple email template designs. * Create a content communication outreach plan and stick to it! Do as much work upfront as possible once the schedule stands. | 1. Create email markerting / content distribution strategy with realistic timelines and goals. 2. Review and segment existing email lists (add tags?) 3. Identify which content segments the GoC can contribute towards (what’s new on the different OD portals? Any cool OD businesses to profile? Any feedback forms from the GoC for OD activists to engage with?). Create a schedule for them and encourage them to take on more responsibility. 4. Find people that will want to create content for you. Engage them and build them in the newsletter / content distribution plan. 5. Research alternatives to mailchimp and review whether it makes sense to switch. 6. After the content plan has been developed and the types of common content identified, additional email templates can be designed. | 1. June 22nd\* July 31st 2. June 22nd 3. June 19th 4. June 22nd 5. July 13th 6. August 1st   \*enough detail to be added to CODE 2016 Pitch Deck |  |
| Website | | | |
| * Beautiful website and great branding. * Registration was great! * Matchmaking worked better. * Some of the content (like HUB information) was a bit hidden. * Not very attractive for sponsors since it was very participant focussed. * Nowhere for participants to engage with each other, brainstorm and communicate.   Goals:   * Media coverage and other things that will get sponsors excited need to be highlighted more prominently. * Rethink the flow in order to make it more obvious where to find certain content. * Evaluate the matchmaking tool. * Review and possibly edit matchmaking tool (also look into “empty teams”). * Add a forum to the website or direct to an existing community (reddit?) | 1. Rethink the floe to ensure all important content is visible. 2. Add media coverage and find a good way to show this off (as well as how to best brag with our sponsor and partner logos). 3. Review and possible edit matchmaking tool. 4. Figure out how we can better use analytics on the site and lets’ set goals to achieve. 5. Check how we could best implement a forum (or if we should direct to an existing forum), how much time and effort the maintenance and moderation would cost, see what services we could use and lastly, how we should handle a french section in this forum. | 1. August 15th 2. August 1st 3. August 15th 4. August 28th 5. June 22nd |  |
| Blog / video | | | |
| * Blog topic research was too time consuming. * Review process too extensive.   Goals:   * Involve experts more. | 1. Roughly decide on topics, create schedule and see how much the GoC can contribute or where else we can find people that will want to create this content for us. 2. Research professional content creators, freelance journalists etc., request pricing options and check on timing and availability. | 1. June 26th 2. July 15th |  |
| Ressources | | | |
| * Lots of ressources, pretty exhaustive.   Goals:   * Focus more on resources that help folks who know the basics of coding rather than what’s focussed on beginners. | 1. Review resource list, check if there are additions to be made, ensure the links all still work and take out some of the beginner focussed links. | 1. August 31st |  |
| Submissions | | | |
| Type, Quality, Quantity | | | |
| * Submission through the website went very smooth. * Limited submissions. Only products were eligible not visualizations or data stories. * Much lower number of submissions than teams.   Goals:   * Consider telling participants what we DON’T want to see. * Lower the discrepancy between teams registered and submissions submitted * Open up submissions to data stories and visualizations. | 1. find out why there were so many more registered teams than submissions. 2. Implement recommendation to GoC to allow for visualizations and data stories to be submitted. | 1. June 22nd 2. June 11th |  |
| Judging | | | |
| * More time should be spent on judging (ideally by multiple people) and the time spent on each app should be consistent. * Judges at Pitch Day were too focussed on business angle. Judges should be briefed better about judging criteria and what we’re looking for. * Judging criteria changed last minute. * Rules and regulations were on the website quite late. * Fewer judges on Pitch Day and no more focus on “celebrity” status.   Goals:   * Give all participants a score and feedback on their application. * Brief judges earlier and be clear about judging criteria and objectives. * Combine Pitch Day and Grand Finale. * Release – and stick to – judging criteria earlier. * Get the rules and regulations up on the website months before the event. | 1. Decide on a judging system in which multiple people can take part, give scores and leave comments. Then estimate the time needed so these estimates can be implemented in the CODE 2016 Pitch Deck. 2. Figure out a way how we can present scores and comments to all teams and how this could tie into our recruitment tool. 3. Start rules and regs immediately after the structure of the event has been defined and approved. 4. Brief judges earlier about judging criteria. | 1. June 22nd 2. July 15th 3. TBD 4. TBD |  |
| Data | | | |
| * Quality of data is still the biggest issue participants face. Much time is lost scraping and working with the data rather than implementing it. * Uncertainty about what makes a data set a federal data set   Goals:   * Government accepts federal datasets from alternative sources. * Mark federal and thereby eligible data sets on the portal (starting one month before the comp. then ending a week after) | 1. Recommend to the Government to:    1. Allow participants to pull data from other providers of federal datasets.    2. Mark federal data sets that meet eligibility criteria on the portal before and during CODE    3. Increase the quality of the datasets that are available. | 1. June 11th (submit Final Report) |  |
| Event | | | |
| HUBs | | | |
| * “VIP” hub concept was not very well received. * Some partner hubs closed because there were not enough participants * Not enough attendees overall at the physical locations.   Goals:   * Merge partner and VIP hubs. * Allow hubs to get their own sponsors to offset some of the costs. Equip them with the material needed to do that. * Support main hubs more, but all hubs will get some support from us. | 1. Fully flesh out the idea of merging partner / VIP hubs, add it to recommendation in final report and explain and justify it in the CODE 2016 Pitch Deck. 2. Create CODE hub sponsorship deck templates. 3. Define what support hubs will still receive and how this would impact the budget. | 1. June 11th / June 26th 2. August 15th 3. June 22nd |  |
| Timing | | | |
| * Hackathon on IODD was not well received by the civic groups. * Getting people to come in for Pitch Day and then again (some) for the Grand Finale was very costly.   Goals:   * Use IODD to promote winners. * Merge Pitch Day and Grand Finale. | 1. Figure out the logistics of using IODD to promote the winners rather than the actual hackathon. Add recommendation in Final Report and CODE 2016 PItch Deck. 2. Review implications if Pitch Day and Grand Finale were merged and add a recommendation to the Final Report and again to the CODE 2016 Pitch Deck. | 1. June 11th / 26th 2. June 11th / 26th |  |
| Categories | | | |
| Goals:   * Add categories such as data journalism / data stories and allow visualizations to be eligible as well. * Add categories such as Apps 4 profit and apps 4 social good. | 1. Flesh out idea of how the categories can be best added and add a recommendation in the Final Report as well as the CODE 2016 Pitch Deck. | 1. June 11th / 26th |  |
| After the Hack | | | |
| Goals:   * Try to involve ODX | 1. Flesh out idea of how to involve the ODX and add a recommendation in the Final Report as well as the CODE 2016 Pitch Deck. | 1. June 11th / 26th |  |
| Other | | | |
| Sponsors | | | |
| * GoC as platinum sponsor still has good pull with other brands. * Not enough sponsors were signed early enough. * 40k is a lot to ask. * Event is not providing enough sponsor value.   Goals:   * Start outreach to sponsors earlier. * Identify more unique ways in which we can increase the sponsor value. * Get three national sponsors and HUB location sponsors for the main cities. | 1. Identify sponsor targets for the national level and the local HUB sponsor level (including contact information). 2. Create new sponsorship deck highlighting the newly identified value adds and sponsorship tier system. | 1. August 1st 2. July 25th |  |