# GCA5 Event Overview

**When**

* Nov 6-8, 2015
* Friday 6pm - Saturday 6pm

**Event Structure**

* weekend based
* 48 hours long, 6pm Friday-6pm Sunday
* At physical HUBS on school campuses and virtually on the GCA website

**Target Numbers**

**GCA Hackathon**

* 25-30 total physical HUBS
* 600 participants
* 140 games

**Community**

* Twitter Followers
  + 300 new followers
* Facebook Likes
  + 200 new likes
* Newsletter
  + 500 new email addresses

**School champions**

* + Research and find school champions, ideally 1 professor and 1 student
  + These school champions will be our main point of contact on campus and will:
    - help recruit participants
    - Organize and manage the GCA HUB

**HUBS**

**Structure -***Where will the GCA take place?*

**Physical HUBS**

* + on campus HUBS
    - need a room on school grounds with wireless internet, outlets, and desks and chairs
  + HUBS will be 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

**Virtual HUBS**

* on the GCA website
  + virtual participation, team building and submissions will be available on the GCA website

**Outreach -** *What will we provide the HUBS*

* + 1 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
      * 8 hours work
  + 1 Hackathon Event Information 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
      * 8 hours work

**Participant Engagement**

**Who are our participants**

* Canadian and College University Students
  + Students from computer science programs
  + Students from digital artist programs
  + Students from video game development programs
  + Students passionate about video games

**How will we reach our participants**

* **School Champions**
  + We will give our school champions promotional packages that include emails and social media posts that they can share with their school networks
    - Ex. Computer science profs emailing all their students about the GCA
    - Student champion sharing social media posts with their classmates and putting up posters around campus
* Social Media
  + Use social media to reach our target students
  + a small budget for paid social media marketing would be ideal
  + We can message student run social media accounts about the event and ask them to promote it

**Participant Communication**

* **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
        + 15 hours work
    - 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
        + 10 hours work
* **Email Marketing**
  + 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
      * 10 hours work

**Messaging to entice students**

* fun weekend making video games with other passionate people
* great learning experience - “learn how to make a game”
* great video game development experience for people interested in getting a job in the industry after they graduate
* make new contacts and friends

**What is the goal of the hackathon for Hackworks**

* Increase Hackworks Branding
* Show people what Hackworks can do as a hackathon planner, demonstrate our expertise and to get more clients
* Build our participant community
* extend our website capabilities
* game industry connections

**What is the goal of the hackathon for participants?**

* Polished game that can be made into a real marketable game
* great learning experience
* Gain real working experience for the video game industry
* meet new people

**Theme**

* Pick one ourselves: Post Apocalypse

OR

* Sponsor dictates theme (McDonalds)

**Submissions**

* We want polished games that show real potential at becoming a fully fleshed out marketable game
* Beyond Mobile to include web apps
  + mobile apps and web apps
* Teams will submit online on the GCA website using our submission tool

**Classic Grande Finale**

* Grande Finale with top 3 teams pitching their app, followed by afterparty
  + livestream the pitches

**Potential Prizes**

* Cash
  + Funding to bring their game to market ( we should experiment with ways to keep the project going after the hackathon, for example we can give them milestones and at each milestone they meet they receive funding to continue their game development)
* Potential job opportunity (internships) via sponsors and game studio partners
* Prizes based on things students want/need
  + consoles
  + phones
  + laptops
  + tablets
* Prizes from sponsors
  + ex. sponsor products

**Mini-games during hackathon**

* tweeting out questions/challenges during the weekend
* hosting mini games during the weekend
  + build the tallest tower made of cans
  + take the best team picture
  + Best team name
  + wear the best video game costume (can let participants know pre-event about this one)
* Each mini game will have a small prize
  + 8 hours

**Hotline - Support**

* Just hackathon event rules and regs help
* No technical Help
* email only

**Swag**

* GCA t-shirts only
* any merchandise sponsors provide we can include in swag bags
* ideally the swag bags would be full of all the stuff sponsors want us to give out

**Livestream**

* livestream Grand Finale top 3 game pitches online for participants to watch

**Sponsors**

**How will we provide value to the sponsors**

* Base the theme on their brand
* recruiting acces
* Final product access (they get to publish the game)
* oppurtunity to engage with the student demograhpic

**Sponsor Targets -** *types of sponsors we want*

**Big sponsors for overall event**

* They would be interested in getting in direct touch and engaging with the post secondary demographic
* Ex. McDonald's, UNity

**Game studio partners**

* They could provide mentors at the HUBS
* Be interested in recruiting talented developers and possibly publishing the winning game
* Ex. Ubisoft

**Local sponsors for each HUB**

* local food places for HUBs