

Annex: Communication plan

Event: DigiCollab Hackathon · Lead organisation: _____

Event date: _____ · Communications lead: _____

How to use: Fill in the Owner / notes column with the name responsible for each week's activities. Add specific post copy, scheduled dates, and links to assets as the plan develops. Review weekly.

Week-by-week activity grid

Week	Phase	Social media	Email	School / print	Owner / notes
12	Launch	<ul style="list-style-type: none"> Website launch Teaser video post Event hashtag 	<ul style="list-style-type: none"> Stakeholder notification email 	<ul style="list-style-type: none"> Press release distributed 	
11	Launch	<ul style="list-style-type: none"> Countdown graphics Partner announcements 	<ul style="list-style-type: none"> Internal team brief 	<ul style="list-style-type: none"> Poster artwork finalised 	
10	Awareness	<ul style="list-style-type: none"> 3-5 posts/wk Mentor spotlight 	<ul style="list-style-type: none"> Email 1: Announcement 		
9	Awareness	<ul style="list-style-type: none"> Behind-the-scenes prep Student takeover 	<ul style="list-style-type: none"> Weekly update 	<ul style="list-style-type: none"> Flyers sent to schools 	
8	Awareness	<ul style="list-style-type: none"> Content mix: info + inspiration 	<ul style="list-style-type: none"> Email 2: Value proposition 	<ul style="list-style-type: none"> Assembly presentation offers 	
7	Awareness	<ul style="list-style-type: none"> Peer influencer posts Infographic share 			
6	Reg. Push	<ul style="list-style-type: none"> "X spots left" posts Testimonial carousel 	<ul style="list-style-type: none"> Email 3: Urgency 	<ul style="list-style-type: none"> QR code posters in schools 	

5	Reg. Push	<ul style="list-style-type: none"> • Student ambassador content 	<ul style="list-style-type: none"> • Targeted outreach emails 	<ul style="list-style-type: none"> • Info sessions offered 	
4	Reg. Push	<ul style="list-style-type: none"> • Success story videos 		<ul style="list-style-type: none"> • Media pitch sent 	
3	Prep	<ul style="list-style-type: none"> • Daily countdown Stories 	<ul style="list-style-type: none"> • Email 4: Final call 		
2	Prep	<ul style="list-style-type: none"> • Venue setup previews 	<ul style="list-style-type: none"> • Welcome email (confirmed participants) 	<ul style="list-style-type: none"> • Reminder to teachers 	
1	Final	<ul style="list-style-type: none"> • "See you tomorrow!" • Daily reminders 	<ul style="list-style-type: none"> • Email 5: Logistics • Email 6: 48hr hype 		
Event week	EVENT	<ul style="list-style-type: none"> • Live coverage • Real-time posts 		<ul style="list-style-type: none"> • Media kit at door 	

Key contacts and channels

Role / contact	Name and details
Communications lead	
Social media manager	
Photographer / videographer	
Press contact (spokesperson)	
Email marketing platform	
Event hashtag	#DigiCollab
Event website URL	
Registration form URL	

Communication budget

Cost item	Estimated cost	Actual cost	Notes
Social media advertising			Optional; activate if registration lags
Print production (posters, flyers)			A3 posters + A5 flyers per school
Video production			DIY smartphone acceptable; invest in audio
Email marketing platform			Free tier (Mailchimp) usually sufficient
Design tools			Canva free tier; Canva Pro if available
Student ambassador incentives			Small budget or recognition-based
Other			
TOTAL			

Metrics tracker

Metric	Week 8
Website unique visitors	
Social media reach (cumulative)	
Email open rate (avg.)	
Total registrations	
Target registrations	
Registration gap	
Media articles / mentions	