

# Event Poster / Social Media Posts / Email Newsletter

## About this document

This file contains three templates in one: (1) A4 Event Poster, (2) Social Media Post copy templates, and (3) Email Newsletter template.

Replace all [ bracketed fields ] with your event details. See the separate Promotional Flyer Template for the full one-page flyer format.

## TEMPLATE A – A4 EVENT POSTER

Print at A4 (or scale to A3). Use this for notice boards, classroom doors, staff rooms.


<p>DigiCollab</p> <h1>HACKATHON</h1> <p>[ EVENT TITLE / THEME ]</p>		
<p> <b>DATE</b> [ DD-DD Month YYYY ]</p>	<p> <b>LOCATION</b> [ Venue, City ]</p>	<p> <b>FREE</b> Meals included</p>
<ul style="list-style-type: none"><li>✓ All skill levels welcome — no coding required</li><li>✓ Work in teams of 4–5 with expert mentor support</li><li>✓ Develop real skills · Win prizes · Get a certificate</li><li>✓ Present your solution to industry professionals</li></ul>		
<p><b>REGISTER NOW — PLACES LIMITED</b> [ <a href="#">www.registration-link.eu</a> ]   Apply by: [ DD Month YYYY ]</p>		
<p>Funded by the Erasmus+ Programme · Project KA210-VET · [ Organisation name ]   Questions: [ email ]</p>		

## TEMPLATE B – SOCIAL MEDIA POST COPY

Copy and paste these templates into your scheduling tool. Adapt tone for each platform. #DigiCollab2026

### Instagram / Facebook – Announcement post


#### Post copy


 BIG NEWS: DigiCollab Hackathon is coming to [ City ]!

 [ Date ]  [ Venue ]  FREE (meals included)

In just 2 days you'll:

- ✓ Tackle real-world challenges
- ✓ Work with expert mentors
- ✓ Win prizes & get certified
- ✓ NO experience needed — all skill levels welcome

Spots are LIMITED. Apply now 


 [ link in bio ]

#DigiCollab2026 #VET #Hackathon #Innovation #Erasmus #[ YourCity ]


### Instagram Story / TikTok caption – Countdown

#### Story copy (use with countdown sticker)

 [ X ] days until DigiCollab Hackathon!

Are you in? 

- 2 days · real challenges · real mentors
- FREE to join – meals included
- No experience needed

Swipe up / link in bio to register before [ deadline ] 


#DigiCollab2026 #Hackathon


### LinkedIn – Professional announcement

#### LinkedIn post


We're excited to announce the DigiCollab Hackathon – coming to [ City ] on [ Date ]!

DigiCollab is an Erasmus+ KA210-VET project bringing together VET students from Germany, Italy and Turkey to tackle real challenges in digital literacy, sustainability, and inclusion.

 We're looking for VET students aged 15–25 to join teams of 4–5 and develop innovative solutions over 2 intensive days.

 Free to participate · Meals included · Expert mentors · Certificates for all

Interested in serving as a mentor or judge? Contact us at [ email ]

 [ link ]

#DigiCollab #ErasmusPlus #VET #Hackathon #Innovation

## TEMPLATE C – EMAIL NEWSLETTER

Send to school mailing lists 8–10 weeks before event. Adjust for each send in the 6-email campaign sequence.

### Email 1 – Launch announcement (Week 8)

#### Subject line:

Join DigiCollab 2026: VET Hackathon for Change-Makers – [ City ], [ Date ]

#### Body:

Dear [ Name / Students of Class X ],


We're excited to invite you to apply for the DigiCollab Hackathon – a two-day challenge event taking place on [ Date ] at [ Venue, City ].

#### What is it?


A hackathon is a structured, team-based innovation event where you tackle a real-world challenge, develop creative solutions, and present to industry professionals – all in 2 days.


You will work in a team of 4–5 students, guided by expert mentors, on one of four challenge themes: Digital Literacy, Environmental Sustainability, Inclusion, or Democratic Participation.

- ✓ Free to participate · Meals included · All skill levels welcome · No coding required
- ✓ Certificates for every participant · Prizes for winning teams
- ✓ Supported by the Erasmus+ Programme of the European Union

 Date: [ DD–DD Month YYYY ]

 Venue: [ Name, City ]

 Application deadline: [ DD Month YYYY ]

 Apply here: [ link ]

Questions? Contact [ Name ] at [ email ] or [ phone ]

We look forward to seeing you there!

[ Organiser Name ] · [ Organisation ]

### Email 2 – Reminder (Week 4) – abbreviated template

Subject: Only [ X ] spots left – DigiCollab Hackathon [ City ] [ Date ]

Hi [ Name ], we still have a few places available for DigiCollab Hackathon on [ Date ] in [ City ]. This is a free, mentor-supported 2-day event – no experience needed. Apply before [ deadline ]: [ link ]. Questions? [ email ]

**Editor note**

Emails 3–6 follow the same structure. See Chapter 2.4.1 of the Hackathon Guide for full subject lines and content for all 6 emails.

For the Social Media Calendar template, see Annex\_2.4.1\_Social Media\_Calendar.