



EVENT PLANNING KIT

October 18-20, 2019

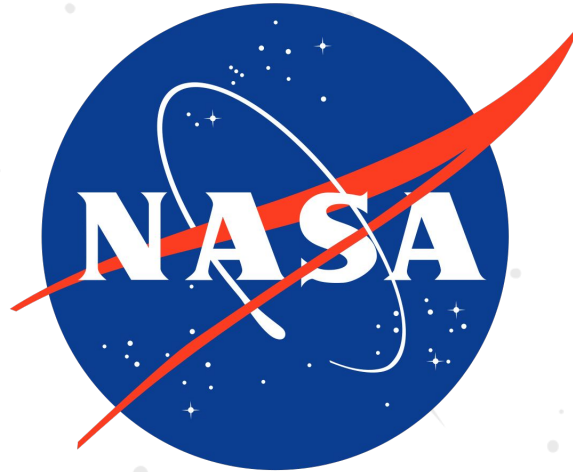
#SpaceApps



Now in its 8th year, NASA's International Space Apps Challenge is an international hackathon for coders, scientists, designers, storytellers, makers, builders, technologists, and others in cities around the world, where teams engage with NASA's free and open data to address real-world problems on Earth and in space. Space Apps 2018 included over 18,000 participants at more than 200 events in 75 countries.

Continue to visit this website and subscribe to Space Apps' Twitter feed ([@SpaceApps](https://twitter.com/SpaceApps)) for information on the 2019 themes, categories, and more.

Space Apps is led by



in collaboration with

Booz | Allen | Hamilton



SECONDMUSE 



The World Needs YOUR Ideas

Space Apps gives participants the opportunity to bring projects to life for a wide range of applications. We are looking forward to seeing what innovative, creative ideas participants bring to the community this year.

Space Apps is the global community's chance to experience, experiment, and explore solutions to our universe's biggest challenges!

As the countdown to our eighth year of Space Apps continues, we are increasingly eager to have problem-solvers of all walks of life join us on the journey, whether hosting a Space Apps event in their community, rolling up their sleeves and participating, or helping students, professionals, engineers, makers, artists, coders, and storytellers on their intrepid travels into Space Apps.



The Event Planning Kit

NASA
INTERNATIONAL
SPACE APPS
CHALLENGE

APPS HACKATHON
CHALLENGE

This planning kit was developed to guide and support teams interested in planning an International Space Apps Challenge event in their city. The kit includes the following sections:

- About Space Apps
- Applying to Host Space Apps in Your City
- Registration
- Venue
- Communication and Outreach
- Challenges, Solutions, and Awards
- Agenda and Timeline
- Event Documentation
- Contact Information

About Space Apps



What is Space Apps?

The **NASA International Space Apps Challenge (or Space Apps)** is an international hackathon that will take place over a 48-hour period in cities around the globe between **October 18th and 20th, 2019**.

The event embraces collaborative problem solving with a goal of producing open-source solutions to challenges we currently face on Earth and in space.

Details on this year's event can be found here:

<http://2019.spaceappschallenge.org>

Space Apps History

Date	2012	2013	2014	2015	2016	2017	2018
Number of Locations	25	83	95	133	161	187	200
Number of Participants	2,000	9,000	8,200	13,000	16,000	25,000	18,000
Number of Countries	-	44	47	-	-	69	75

What is a Hackathon?

Traditionally, hackathons are technology development marathons that draw on the talents and initiative of bright-minded volunteers –such as software developers, engineers, technologists, designers, scientists, and anyone with a passion and desire to have an immediate impact on the world. Hackathons are open to anyone, and are focused on developing real solutions to global challenges by the end of the event. For each year's International Space Apps Challenge, NASA designs challenges, and we (the Global Organizing Team) work with local hosts around the world to implement events where teams work intensively to design solutions over the course of a 48-hour period.



Host in
your City

NASA
INTERNATIONAL
SPACE APPS
CHALLENGE

LAYO
A FUTURE

Applying to Host Space Apps

Before applying as a Local Lead to host a Space Apps event, please consider the following questions:

1. *Do I have enough time to run this event? **
2. *Who else do I need in order to support the event's logistics?*
3. *What organizations or sponsors can I partner with to help make the event possible?*
4. *What venues are available to host the 48 hour event? Does this venue have sufficient internet bandwidth available for all participants?*
5. *What other logistical elements will be important for participants at my event? (i.e. access to transportation, access to food options, etc..)*
6. *How will I gather and organize volunteers and judges for this event?*

***Note:** Serving as a Local Lead for the Space Apps hackathon requires a significant time commitment. We estimate that Local Leads will spend at least 10 hrs per week planning for event. This time will increase during weeks closer to the date. However, if you build a strong local team to support your event, the time and work can be shared among team members.

Applying: Local Lead/Host Application

Anyone who is interested in hosting a Space Apps event in their city must complete a Local Lead/Host application. Prospective Leads can apply using the following link:
<https://2019.spaceappschallenge.org/lead>

Once your application is approved, you can begin planning your event. A page for your specific location will be posted on the spaceappschallenge.org website in July, 2019. You will be given instructions on how to edit your page and add information about your local event.* This is important, because your location page on spaceappschallenge.org is the only place where participants can sign up for your event.

We recommend including the link for your location in all of your outreach and PR materials to encourage participants to sign up.

***Note:** Leads are allowed to create independent websites for their own Space Apps events to provide more information to participants and potential sponsors. However, you **must** populate your location page on spaceappchallenge.org, as all participants registering for the event must do via the spaceappschallenge.org site.



Participant Registration



Registration: Participants

Participants may pre-register prior to the event, or they may register on-site at the event.

Registration will be available a few weeks prior to the event on your location page at: <http://spaceappschallenge.org>. Participants may NOT register on any other website.

Due to NASA regulations, Space Apps events are not permitted to charge participants for attendance.

You must identify on your Location page how many people your event can accommodate.

Some events have only 20 participants, while others have 400+ attendees. The number of participants will vary from one location to another.

Based on previous events, we estimate that 50 – 60% of pre-registrants will actually attend, while some who have not signed up will appear the day of the event. This varies for each local event.

Local Leads can register additional people on site at your event, if you have the capacity to accommodate them. If you expect to be over capacity, you should give priority to those who signed up in advance.

Registration: Participants (continued)

We recommend setting up a registration desk at the entrance of the venue. Have at least one person available to:

- Direct participants that have RSVP'd to check in via an attendees list
- Register any walk-ins who have not pre-registered (Note: provide a computer with internet access so that walk-ins can register via your Space Apps location page if they have not RSVP'd)
- Pass out name tags or have attendees fill them out
- Direct attendees to where they can set up, put their personal items, etc.
- Answer any questions



Venue



Venue Selection

Your choice of venue is critical to the success of your Space Apps event. Consider the location, the atmosphere, and proximity to public transportation and local restaurants. Some good venue options include community centers, conference centers/rooms, and university campuses. The best venues ...

- Are available all day on Saturday and Sunday (Or Friday/Saturday, if that is your weekend)
- Have the appropriate capacity to hold all attendees in one large room for briefings, presentations, and awards ceremonies
- Have 24 hour access for participants to work overnight (if they prefer)
- Are easily accessible via public transportation (if available in your location)
- Have easy access into buildings (no high security buildings)
- Have (or will allow you to provide) IT support to ensure connectivity for the entire weekend
- Allow food and beverages
- Have tables and chairs for small group gathering and brainstorming
- Have easily accessible bathrooms
- Have an outside dumpster to discard trash

Venue: Connectivity Guidelines

Internet connectivity is a basic requirement for hackathons. The better the connectivity, the more successful your event will be. Improve the experience for your participants by ensuring:

- Access to electricity/plugs for all the attendees
- Sufficient bandwidth for all attendees to actively use the Internet simultaneously
- Plenty of IP addresses available for your attendees (e.g., many attendees may bring 2-3 devices which will require multiple IP addresses)
- Available Wi-Fi (and passwords if needed)
- Capacity for video/web streaming
- Capacity for live online connections with international Space Apps events
- Sufficient A/V capacity for presentations and the award ceremony

Venue: Recommended Supplies

Let your attendees know to bring their own laptops if they have one. We recommend that you also consider having spare supplies available. This is a suggested list of supplies to include:

- Power strips
- Extension cords
- Projection screen (can be a blank wall)
- Microphone/podium
- USB drives
- Tables/chairs (if not provided by the venue)
- Name tag stickers
- Laptop/printer (for registration table and other event management purposes)
- Office supplies (pens, pencils, highlighters, sticky notes, stapler, paper)
- Whiteboard/Blackboard/Large paper
- Dry erase pens/chalk/markers



Communication
and Outreach



Collaborator Outreach

You may want to consider inviting local organizations to be a part of your event for the International Space Apps Challenge.

You could also think about reaching out to software and technology companies, telecommunications companies, NGOs, civil society organizations, government offices, universities, etc.

Each Local Lead is responsible for their own local collaborator outreach efforts.

Participant Outreach

Remember that the International Space Apps Challenge is looking for more than just coders and developers! Seek out anyone passionate about space exploration, the environment, and social needs that can support the event. Consider marketing your event via the following channels:

- Tech and non-tech meet ups to network and meet people
- Technology related mailing lists (begin at least 1 month prior to the event)
- Local university mailing lists
- Technology-related blogs (or appropriate personal blog)
- Event planning sites
- Twitter – hashtag #spaceapps
- Personal invitations for friends that may be interested
- Help participants market the event to their friends (provide to them a brief pitch that tells about the event, and includes the time and the place)

Use resources listed at www.spaceappschallenge.org a starting point.

Volunteer Outreach

Each Local Lead is also responsible for organizing volunteers. Think about who you will need to run the event such as:

- Registration support
- People to help manage logistics like food and trash
- Cleaning up after the event
- People available to answer questions
- People to help manage the audio/visual equipment

Remember that these are suggestions. Consider the appropriate number of volunteers for your specific event and unique location.

Media Outreach

Here are some suggestions for managing media outreach for the event:

Press Releases

We will circulate sample press releases to Local Leads at least four weeks before the Challenge. You may share those releases with your local media outlets (press, TV, and online media) and invite them to cover the event. You may wish to translate the press release into your local language.

Websites

Link to the International Space Apps Challenge website from your own website.

Blogging/Tweeting

Reach out to local, national, and international tech blogs and ask them to post about the Challenge. Include a link to the website and registration page. The official twitter account is @spaceapps. For all tweets use #spaceapps.

Post about the Challenge on your own organization's blog and Twitter stream, and ask your local partners to do the same. Include a link to the website/registration page <http://spaceappschallenge.org>.

Social Media Outreach

Here are some suggestions about managing social media engagement for the event.

Use of Social Media

In addition to using blog posts and Twitter as a platform to spread the word about the International Space Apps Challenge, you may choose to engage in conversation using social media as much as possible regarding your event. Two-way dialogue is an effective and rewarding method of engaging participants and the interested public alike, and its prolific use will make the International Space Apps Challenge a richer experience worldwide.

Twitter

As mentioned, the #SpaceApps hashtag is the convention for the worldwide event, but you may also consider using #SpaceApps[location] as a standard in order to communicate logistical updates that only apply to your location (e.g., bagels and coffee just arrived on the first floor here at #SpaceApps Bangladesh! #SpaceAppsBD). We recommend including this secondary hashtag in all local electronic communications and printed material.



NASA @NASA · Feb 15

After 200 hackathons in 75 countries, the global winners for our 2018 @SpaceApps Challenge have been selected! From groups who built hardware and used data to those who designed mission concepts and more, check out the #SpaceApps winners: 2018.spaceappschallenge.org



Space Apps Seattle @SEASpaceApps · 8 Dec 2018

Congratulations, seal_team_404 and your project Multija for becoming Space Apps Global Finalists for Best Use of Science!! Trending refugee camp populations with NASA data and ML! #2018SpaceAppsSEA #SpaceApps 2018.spaceappschallenge.org/awards/global-...



HotPopRobot: Space Robots Code @wonrobot · Feb 27

Replying to @tdlab @SpaceApps and 3 others

Congratulations @mcvittal Team SALINITY! Great to have one of the Canadian team win the 2018 @SpaceApps It was wonderful competing against you from Toronto in the NASA SpaceApps Global Final 5 with our project "Deep Space Musical" 2018.spaceappschallenge.org/challenges/unl... @SpaceAppsTO #spaceapps



Developers in Vogue @devinvogue · 23 Oct 2018

Congrats to our Jamila and team on winning the NASA Space Apps Challenge in Accra last weekend.

They built a mobile app and API which uses machine learning to crowd-source and verify information for early detection of wildfires.

#LetASisterKnow #WomenInTech #SpaceApps #NASA



2 13 44



Noemi Derzsy @NoemiDerzsy · 26 Oct 2018

Happy judges at #NASA #SpaceApps Hackathon, after seeing 28 amazing #datascience & #AI projects created in only a weekend. But nonetheless, we agreed on the winner teams pretty fast!



6 14



ANITA

MATT

Challenges,
Solutions, and
Awards

NASA
INTERNATIONAL
SPACE APPS
CHALLENGE

Challenges

- NASA develops the challenges for each year's Space Apps event. Challenge statements will be posted on spaceappschallenge.org about one month before the Space Apps event.
- Many Space Apps cities choose to host an informal Pre-Event Meet-Up, where participants are invited to get together to brainstorm about the challenges and start forming their teams (but *not* to start working on their solutions – that happens at the event!).
- You are welcome to invite local experts and scientists to speak to your participants about the challenge themes and inspire them in their brainstorming. The Space Apps Global Organizing Team will make a Pre-Event Meet-Up Planning Guide available to Leads in August.
- It's *not* just about smartphone applications! During the International Space Apps Challenge, teams will utilize publicly available NASA data to design all kinds of innovative solutions.

Solutions/Projects

During the event, participants will organize into project teams focused on solving one of the specific challenges issued by NASA. Any project team that includes at least one participant makes that project eligible for awards at that participant's location.

In order for a project to receive an award or be eligible for global judging, it must be submitted to the Space Apps Challenge website via a Project Page. The Project Page must include links to the original resources, such as a source code repository or hardware schematics. Solutions will only be accepted for judging if they are licensed under an Open Source License as determined by the Open Source Initiative: <http://opensource.org/licenses/alphabetical>. It is important that you tell your participants about these requirements before the Challenge begins.

Local Awards

Local Leads may provide awards for their local event. Leads may consider giving awards at their location for best solutions on a specific challenge, most creative solution, most social impact, etc. It's up to you!

Local Leads select judges who will review the completed projects and determine local winners.

We will provide Leads with the guidelines for selecting judges, as well as the global judging criteria prior to Space Apps weekend.

Global Awards

Local Leads will be able to nominate two teams/solutions from each Location for consideration in the global judging process. In order to be considered for global judging, every nominated team will be given the same amount of time (5-7 days) to create a 30-second video describing their project.

The global judging process is managed by NASA. Finalists for global awards will be announced four to six weeks after the event, and NASA will announce the winners in January, 2020.

Agenda and Timeline



Sample Event Agenda

Day 1

- 9:00 a.m. Registration
- 10:00 a.m. Schedule and logistics announcements
- 10:30 a.m. Subject Matter Expert briefing
- 11:00 a.m. Begin developing
- 12:30 p.m. Lunch break
- 1:30 p.m. Developing continued
- 4:30 p.m. Optional progress briefing, more developing
- 6:30 p.m. Dinner break
- 8:00 p.m. More developing

Day 2

- 10:00 a.m. Logistics briefing & updates
- 10:15 a.m. Begin developing
- 12:00 p.m. Submission Deadline
- 12:00 p.m. Lunch break
- 1:30 p.m. Presentations
- 3:00 p.m. Judging, voting
- 3:30 p.m. Awards
- 4:00 p.m. Post-event social

Timeline

Two to three months until the International Space Apps Challenge

- ❑ Ensure that your Location page is completely up to date with all relevant information that your participants will need.
- ❑ Confirm your venue and that there is appropriate capacity and internet bandwidth. Confirm the hours that the venue is permitted to be open (don't assume participants can stay into the night without asking). We'll be checking in with each venue to confirm registration limits and other details.
- ❑ Begin outreach to encourage registration and attendance.
- ❑ Post on your organization's blog about your involvement in the Challenge, and link to the <http://spaceappschallenge.org> website and participant registration.
- ❑ Reach out to local tech bloggers and ask them to post about the Challenge.
- ❑ Reach out to local subject matter experts about potentially attending the event to advise on any of the posted Challenges or on other projects your location wishes to work on.
- ❑ Think about any security requirements at your host location (e.g., need for ID to get in).
- ❑ Think about what food options are local to your venue. You do not have to provide food, but participants will need to be able to access food options close by.

Timeline, continued

One to two months until the International Space Apps Challenge

- ❑ Begin mainstream PR—send press releases to local media. Extend invitations to reception for press, where appropriate.
- ❑ Secure a local organizing team member, developer or subject matter expert to act as the emcee for the event.
- ❑ Challenges are published approximately one month before the event. Consider hosting a pre-event meet-up for participants to form teams and brainstorm about challenges.
- ❑ Invite your judges to participate, and distribute global and locally-determined judging criteria.
- ❑ Decide on awards for local winning teams (if you plan to offer any—it's entirely up to you).

Timeline, continued

Two weeks until the International Space Apps Challenge

- ❑ Confirm necessary A/V support.
- ❑ Confirm any VIP speakers or mentors that you plan to have attending, as well as any local scientists or experts who might be present to speak about the challenges.

One to two weeks until the International Space Apps Challenge

- ❑ Send out a confirmation email to all those registered for your location with start and end time of Challenge, location address, any security information and reception details (if applicable).
- ❑ Confirm bandwidth availability (sufficient IP addresses, passwords, access points, etc.).
- ❑ Purchase any additional items needed (markers, paper, power strips, name tags, etc.).

Timeline, continued

One day until the International Space Apps Challenge

- Download registration spreadsheet to use at check in.
- Confirm that space and A/V equipment have been properly set-up.
- Put up signage in appropriate locations.





Event Documentation

NASA
INTERNATIONAL
SPACE APPS
CHALLENGE

Event Documentation

Share your event's social media channels so that we can follow you on Twitter, Tumblr, Facebook, Instagram and any other relevant platform!

Twitter: Encourage participants, partners and volunteers to tweet about their involvement using #SpaceApps. As they do this, encourage them to post pictures and videos to give others around the world an idea of what is happening at the event.

Blogging: If you blog about the event, please e-mail your blogs to web@spaceappschallenge.org so we can amplify them. Blog topics could include:

1. Before the event: How is your planning going? What are the details? Do you have any special guests? Provide any/all of this detail!
2. During the event: We'd love status updates! How are the projects coming? Did you have any great moments?

Encourage participants and partners to blog about their involvement in the Challenge. Let them know that we will look to share them!

Post-Event Documentation

Survey: Each Local Lead will be asked to fill out a brief survey after the event to let us know how the event went, what the results were, who the winners were, and what lessons you learned that you'd like to pass on to future organizers. This will be your chance to pass on anything you have learned or want to communicate. We take this feedback very seriously and every year try to implement whatever we can to improve the process for organizers, so your candid feedback is very valuable!

Encouraging Projects After Space Apps

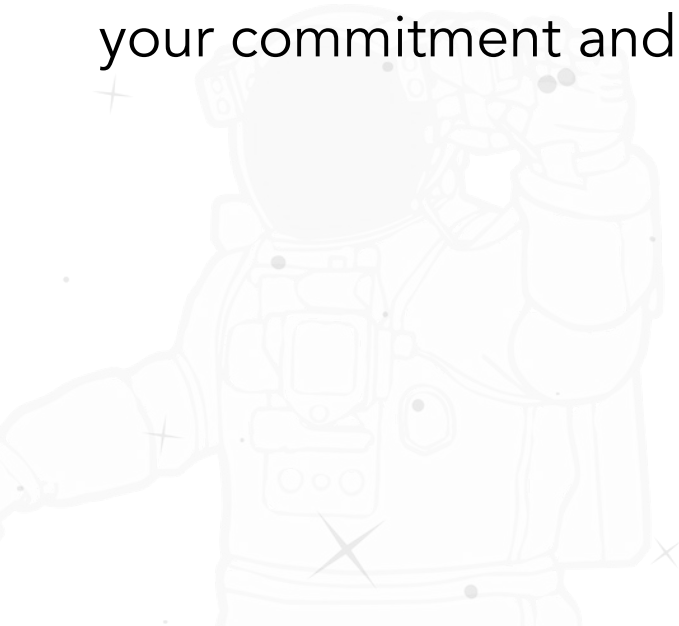
Many Space Apps communities are interested in ways to grow, incubate, and accelerate high potential projects coming out of the International Space Apps Challenge.

In 2015, we developed a Post-Event Acceleration [Space Apps Acceleration Toolkit](#) for any Space Apps organizers or community members interested in taking projects built at Space Apps to the next level of development.

If you, or others in your local community, are interested in supporting projects emerging from Space Apps, check out the Toolkit and get in touch with matt@spaceappschallenge.org for further information.

Thank You!

We realize that the success of the International Space Apps Challenge is completely dependent on the passion and involvement of Local Leads like yourself. Thank you so much for your commitment and participation!



Contact Information

Matt Scott
Space Apps Community Manager
matt@spaceappschallenge.org

Website
<http://spaceappschallenge.org>

Twitter
[@SpaceApps](https://twitter.com/SpaceApps)

Facebook
<http://facebook.com/spaceappschallenge>

Hashtag
[#SpaceApps](https://twitter.com/SpaceApps)



EVENT PLANNING KIT

October 18-20, 2019

#SpaceApps

