



PRE-EVENT MEETUP PLANNING GUIDE

October 18-20, 2019

#SpaceApps



Pre-Event
Meetup



Purpose of this planning guide

- This planning guide provides information for those who are interested in hosting an optional Space Apps Pre-Event Meetup or Data Bootcamp as part of the International Space Apps Challenge event in their city.

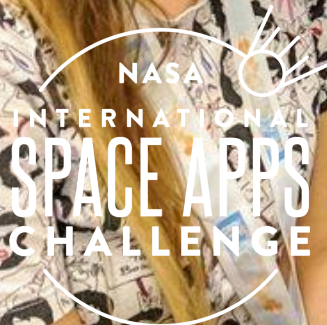


This planning guide will support those who are interested in hosting an optional Pre-Event Meetup as part of the International Space Apps Challenge event in their city. The Pre-Event helps participant prepare for the event by expanding their knowledge and applying new skills to the challenges during the hackathon. This can be an informal meet and greet or a more structured event.

During Space Apps, individuals with diverse backgrounds, perspectives and skillsets are challenged to solve complex problems on Earth and in Space. As a host, your role is crucial in supporting a dynamic environment that fosters collaboration, creativity, and innovation.



Frequently Asked Questions



What is a Space Apps Pre-Event Meetup?

A Pre-Event Meetup is a gathering for your Space Apps participants to come together before Space Apps to get to know one another and to begin to ideate on projects. This can be an informal meet and greet or a more structured event.

The Pre-Event Meetup also gives you the opportunity to introduce yourself as the Lead, to walk participants through the agenda, and to answer questions.

Why Host a Space Apps Pre-Event Meetup?

At Space Apps, participants with diverse backgrounds, perspectives, and skillsets form teams and are challenged to create solutions to complex problems on Earth and in Space. As a Space Apps Lead/host, you are more than just an event organizer. You help create and facilitate a dynamic and collaborative atmosphere that supports teamwork, creativity and innovation.

A Space Apps Pre-Event can set the stage for collaboration, and helps participants feel ready to apply their skills and knowledge to the challenges when the hackathon starts.

Pre-Event Options

Short
Pre-Event

Medium
Pre-Event

Data
Bootcamp

Stardust
Stations

Speakers

Activities

Pre-Event Meetup Options

1. **Short Pre-Event** – a 1 to 2 hour event that allows first time participants and returning participants to connect prior to the hackathon.
2. **Medium Pre-Event** – a 2 to 4 hour event for hosts to further discuss the hackathon challenges with participants and provide additional information about the event.
3. **Data Bootcamp** – an all day training seminar for participants to learn new concepts, strategies, and other useful skills from speakers, panelists, and mentors.

When do I host my Space Apps Pre-Event Meetup?

We recommend hosting your Space Apps Pre-Event either the weekend before Space Apps or on Friday, October 18th (the day before the 2019 hackathon). However, you are free to choose a date that you feel is most accommodating to your local Space Apps community.

How do participants register for my Pre-Event Meetup?

Participants will register for your Space Apps Pre-Event on your location page on spaceappschallenge.org.



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Meetup

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Pre-Event Meetup Activities

You can include one or more of the activities below as part of your Pre-Event Meetup, or design activities of your own. There are lots of ways to organize a successful Pre-Event Meetup.

- **Introduction and Q&A:** Introduce yourself and walk participants through what they can expect at your Space Apps event. Share the agenda, note the key information about your event (any special logistics, introduce mentors and judges, announce awards and prizes, etc.), and allow participants the opportunity to ask questions.
- **Challenges activity:** Set up tables or stations around a room that represent each challenge theme and include a large whiteboard or sheet of paper at each station. Instruct participants to go to a challenge table that interests them. Encourage everyone to introduce themselves and share why they're interested in that challenge. They can use the whiteboard to capture ideas. Each participant should go to at least two tables. You can allow people to move to a new table whenever they're ready, or ask everyone to move at a set interval (e.g. every 15 minutes). The goal is to spark ideas and begin to form teams, so encourage participants to circulate as much as possible.
- **Meet and greet:** Host a social hour where participants can network and learn more about each other. Hosts can include icebreaker games or team building activities to connect with participants. Remember to look for ways to connect participants from diverse backgrounds and skillsets, and make a special effort to talk to participants who are shy and introduce them to other participants.
- **Host an inspirational speaker:** Bring in an inspiring speaker or small group of speakers to set the tone for your event - it could be a past Space Apps participant or team, someone who works in an Earth or space science field, or someone else you think will inspire your participants.

Where do I host a Pre-Event Meetup?

What supplies should I bring?

Pre-event Meetups can be hosted at your hackathon venue or any place that can accommodate your participants, such as:

- A classroom at a school or university
- A cafe or restaurant with open space
- A coworking space

Here is a suggested list of supplies to provide:

- Name Tags
- Markers
- Agendas for participants
- Whiteboards or large sheets of paper (if necessary)
- Light snacks and refreshments (if possible)
- Space Apps SWAG (if possible)

Example of a Pre-Event Meetup Agenda

- **6:00-6:30pm:** Socializing
- **6:30-7:00pm:** Introduction and Q&A
- **7:00-7:15pm:** Inspirational speaker
- **7:15-8:00pm:** Challenges activity
- **8:00-8:15pm:** Closing remarks
- **8:15-9:00pm:** Socializing



Data Bootcamp



What is a Data Bootcamp?

A Space Apps Data Bootcamp is a *day-long* event for your hackathon participants. Attendees will learn new concepts, strategies and skills from keynote speakers, panelists and mentors, and they will apply their new knowledge in breakout sessions throughout the day.

Data Bootcamps are held before Space Apps to inspire and help ease participation for newcomers to a hackathon and provide introductory content on coding, dataset retrieval and manipulation, problem solving, pitching and storytelling, or other useful hackathon skills.

<https://open.nasa.gov/explore/data-bootcamp/>

What happens at a Data Bootcamp?

New Skills

Attendees learn the skills needed to participate in a hackathon. The Data Bootcamp is an accessible way to introduce key topics such as data, hardware, design, coding, storytelling and Space Apps challenge subject matter.

Inspiration

Attendees learn from speakers and mentors who bring different perspectives in science, data, and technology. Speakers might share a special accomplishment, interesting methods in problem solving, or a personal story that inspired others and had an impact on the world.

Learn by doing

Attendees learn through hands-on experiments and interactive learning exercises. Mentors serve as guides through workshops and demonstrations.

Team building

Attendees work together throughout the day. They identify shared interests, ask questions, and find new Space Apps teammates. The Data Bootcamp helps create a bridge among participants with different levels of experience.

Getting Started!

What does it take to hold a Data Bootcamp? You will need to secure a meeting space, arrange the logistics, invite speakers, and organize activities to help prepare your community for the hackathon weekend. The rest of this event planning guide provides practical advice that you can use to make your Data Bootcamp a success.

Data Bootcamp Agenda (Example)

Morning

- 8:30 am: Coffee
- 9:00 am: Welcome, logistics, and announcements
- 9:15 am: Intro to a hackathon
- 9:45 am: Speakers and/or NASA Space Apps videos
- 11:00 am: Break
- 11:15 am: Intro to Data Bootcamp Stardust Stations
- 12:15 p.m. Lunch break

Afternoon

- 1:15 pm: Data Bootcamp Stardust Stations
- 3:00 pm: Break or keynote speaker
- 3:15 pm: Data Bootcamp Stardust Stations
- 5:00 pm: Share out/wrap up and closing remarks
- 5:30 pm: Space Apps Reception and Kickoff

Data Bootcamp: Speakers

The best speakers for a Data Bootcamp are people that represent diverse perspectives on data, science, technology, innovation, business, entrepreneurship and social change. Speakers can be technologists, creators, community leaders, scientists, and/or designers. For examples, please look at a sampling of the speakers from the Space Apps 2016 Mainstage Data Bootcamp in Pasadena:

<https://2016.spaceappschallenge.org/locations/pasadena-ca-usa/data-bootcamp>

<https://www.youtube.com/watch?v=fPMnwPwzgyA>

Some places to look for speakers in your community include:

- innovation and maker spaces
- nonprofits
- women and technology organizations and meetups
- local business and nonprofit leaders
- startups
- educational institutions
 - design programs
 - engineering programs
 - Earth science programs

Preparing your Speakers

The speakers you invite will appreciate some guidance and information about the event, so that they can prepare relevant and insightful remarks. Here are some guidelines to consider as you invite and prepare speakers:

- **Remind speakers to remember their audience:** Remind speakers that most Data Bootcamp participants are beginners from diverse backgrounds.
- **Ask speakers to tell a story:** An example might be to ask each speaker to talk about a time they solved a technical problem - not just the solution, but how they approached the problem, and what lessons they learned while solving it. Telling a story prompts speakers to approach technical topics in a way that connects with the audience.
- **Invite speakers early:** Give your speakers as much advance notice as possible, so that they can schedule their attendance and prepare their talk. Offer to work with them and support them as they prepare.



Data Bootcamp: Stardust Stations

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What is a Data Bootcamp Stardust Station?

A Data Bootcamp Stardust Station is an alternative to a lecture format, and encourages learning through participatory activities. A Data Bootcamp Stardust Station can show applications of data, demonstrate simple hardware projects or teach other hackathon skills. We recommend that stations are designed and moderated by hosts or by mentors who can provide guidance to attendees. The number or types of stations that you need at your Data Bootcamp will vary; usually, it works best if each station can serve a small group (2-8 people) at any given time.

Recommended topics for stations include:

- Getting started with microcontrollers (Arduino, Raspberry Pi, etc)
- Understanding UX design
- Telling your story: the art of the project pitch
- Finding the data you need
- Preparing and interpreting your data
- Using APIs and writing basic code
- Connecting sensors
- Getting started with GitHub

Who is involved?

Generally, those with area expertise serve as station leaders who create and manage the Data Bootcamp Stardust Stations. Here's an example of Dr. Kate Stone giving an overview of her station concept:

https://www.youtube.com/watch?time_continue=1&v=Uve1sTnFbPo

People and organizations who can provide and manage stations include:

- Designers
- Engineers
- Developers
- Scientists
- Educational institutions and departments
- Teams of professors and students
- Startups
- Corporations who produce software or hardware
- Community developer groups

Tip: Topics for Stardust Stations

When deciding on topics for your stations and enlisting community members to contribute, remember that the best stations offer activities that are:

- appropriate for people with minimal to no previous technical background
- can be completed in the time period you allocate for making and learning

Data Bootcamp: Stardust Station Template

1. Introduction (~5 min): the station leader greets attendees and discusses why this Stardust Station topic provides an important hackathon skill.
2. Topic Discussion (~30-45 min): Give a crash course on a specific topic.
3. Introduce a “hands-on” activity for participants to apply the new skill (est. 5-10 minutes): For example, if you are teaching how to code, you could design a activity or use an existing resource such as the Hour of Code tutorials. Group activities are ideal.
4. Work time (~30-45 min): Allow participants time to work on the activity you designed. Be available to support teams who need help or have questions.
5. Share (~15 min): Facilitate a group discussion about the experience. Give participants a chance to share what they learned.

Note: you may want to allow more or less time for each step depending on the number of Stardust Stations at your Data Bootcamp.

Data Bootcamp Venue

You may host your Data Bootcamp in the same venue as the Space Apps Challenge, or at a different venue, depending on availability or other factors. As with the Space Apps Challenge, the venue is critical to the success of your event. Consider the location, the atmosphere, and the proximity to public transportation, local restaurants and childcare. Some good venue options include community centers, conference centers/rooms, and university campuses. The best venues:

- Are available all day
- Have internet connectivity and enough bandwidth for your participants
- Have capacity for holding all attendees in one large room for presentations, and for Data Bootcamp Stardust Stations
- Have smaller breakout rooms or areas where groups can work together, or for childcare
- Are easily accessible via public transportation (if available in your location)
- Allow for reasonable access to building (no high security buildings)
- Allow food -- either you provide it or participants bring their own
- Have tables and chairs for small group gathering and brainstorming
- Have bathrooms • Have recycling facilities (where supported) and a place to discard garbage (e.g. an outside dumpster)

Childcare

Providing childcare at your Data Bootcamp makes your event more accessible to parents and others with families. If your venue cannot accommodate childcare, then you might consider partnering with childcare services in your local area.



Connectivity Guidelines

Internet connectivity is a basic requirement for hackathons, and will be necessary for many Data Bootcamp Stardust Stations. The better the connectivity, the better your event will be. Improve the experience for your participants by providing:

- Access to electricity/plugs for all the attendees
- Enough bandwidth for all attendees to use the Internet simultaneously
- Wi-Fi availability (and the need for any passwords)

Supplies

Let your attendees know to bring their own laptops if they have them. We recommend having other supplies available where possible. For example, you may want to consider providing:

- Power strips
- Extension cords
- Projector/Screen (or blank wall)
- Extra monitors for Stardust Stations that require them
- Microphone/Podium
- USB drives
- Tables/chairs (if not provided at venue)
- Name tag stickers
- Laptop/printer (for registration and other general purposes)

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Timeline



Timeline: Before Data Bootcamp

4-5 Weeks until Data Bootcamp

- Ensure your website is completely up to date with all relevant information for your attendees
- Confirm your venue and that there is appropriate capacity and bandwidth
- Begin outreach to organizations and individuals to encourage registration and attendance
- Post on your organization's blog about your Data Bootcamp
- Reach out to local tech bloggers and ask them to post about your Data Bootcamp
- Reach out to local subject matter experts about potentially attending
- Think about any security requirements at your host location (e.g., need for ID to get in).
- Identify speakers
- Identify organizations and individuals who could provide Data Bootcamp Stardust Stations

3 Weeks until Data Bootcamp

- 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
- Continue to secure speakers and providers of Data Bootcamp Station Stations + parts/materials
- Identify catering or food options if appropriate

Timeline, continued

2 Weeks until Data Bootcamp

- Clarify your agenda
- Communicate with guest speakers and those who are providing Data Bootcamp Stardust Stations about the content and materials they will prepare

1 Weeks until Data Bootcamp

- 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
- Send out a confirmation email to all those registered for your Data Bootcamp with times, location address, any security information and reception details (if applicable).
- Purchase any additional items needed (power strips, name tags, etc.).
- Confirm catering or food and time of delivery

1 Day until Data Bootcamp

- 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
- Confirm with volunteers (you might hold a meeting with people to go over logistics)



Closing & Award Ceremony
23 April, 2016
Independent University, Bangladesh

Event
Documentation



Share Your Event

Track your your Data Bootcamp as it is happening and share on social media channels.

Twitter:

Encourage participants and partners to tweet about their involvement using #SpaceApps, or mention @SpaceApps so we can follow you! Add your Data Bootcamp hashtag, if you have one.

Blogging:

If you blog about the event please email your blog links to info@spaceappschallenge.org to have them highlighted on social media. 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! Did you have any great moments?

Encourage participants and partners to blog about their involvement at the Data Bootcamp.



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More examples of speakers and topics

- **Space Apps Huntsville Data Bootcamp 2018:**
https://youtu.be/cCZbjKw_dvo
- **Space Apps NYC Data Bootcamp 2017:**
<https://www.youtube.com/playlist?list=PLTP4bRgnFNn2uwkUjlzrkRGrMq9oG9xRO>
- **Space Apps Pasadena Data Bootcamp 2016:**
<https://www.youtube.com/watch?v=fPMnwPwzgyA>
- **Space Apps Data Mission Report 2016 (pages 8-9):**
<https://2016.spaceappschallenge.org/mission-reports>
- **Speaker bios and videos from Space Apps 2015:**
<https://2015.spaceappschallenge.org/bootcamp/>
- **Space Apps NYC Data Bootcamp 2015:**
<https://www.youtube.com/playlist?list=PLTP4bRgnFNn1YU-JpvixsEtrMEfbXNXb0>

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!



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