



# Creative Spark Higher Education Enterprise Programme

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## Preparing the Createathon - Planning and Communication



Center for Analysis of Economic  
Reforms and Communication of  
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(CAERC)

## Creating a Team to Deliver a Createathon

It takes a team of individuals to effectively deliver this interactive learning event. The four key roles and associated tasks can be distributed amongst the team, but they should all be covered, and you should be assembling your team 3 months before your Createathon:

### Coordination:

Required to manage administration and communications, setting clear expectations and messaging. Essential role is to orientate and support onboarding activities for those selected to participate in the event.

Key tasks include:

- Recruiting students and creative companies;
- Scoping out the creative company's problem/enterprise challenge that will be posed to the students (see business enterprise challenge scoping template);
- Provide a briefing session to students ahead of the event, to confirm the commitment needed, answer any questions and clarify any technical aspects of online/digital event
- Creating student teams and assigning them to their creative enterprise;
- Inviting students to introduce themselves to their teammates and do some background research on their assigned creative company, before meeting their entrepreneurs on the day of the event.

### Lead Facilitation:

Required to host the overall event and introduce each workshop session. Minimum of two facilitators recommended to deliver a Createathon.

### Technical Support:

To ensure all resources are available and to manage behind-the-scenes technical issues, particularly when running a virtual/online learning event.

### Researcher:

It is good to capture all critical incidents during the delivery process. This can be for academic research, or just to make sure lessons are learned for future delivery.

## Finding Students

You can't really start too early to look for participants! Collecting student applications will help you gauge the number of companies that will suit your Createathon. We tend to recommend 3-5 students per creative enterprise.

### Initial contact with the students

We have created a flyer, which you can attach to an initial email or printout. Remember, let students know how they can sign up! We have created a Student

Application form you can use but feel free to edit it accordingly. We like to ask the students why they want to take part and ensure that they are able to commit to all workshop dates.

### Preparation for the event

At least a week before the event you want to communicate to students that you have accepted or rejected their application. If they are accepted, they should be matched to one of the businesses taking part. It might be useful to send them the Business Brief[link to file] for their allocated business

It may be useful to include some Online Delivery Handbook to your email, to let them know what to prepare for online delivery specifically. Students also need the details of:

- What platforms will be used?
- Any tools they need to download?
- Is there a platform, where they need to set up an account? (Miro, Zoom etc.)
- Is there an activity they need to perform beforehand? Do they need to bring anything?

These details should be sent out at least a **week** before the event. For our online Createathon delivery we used Miro and Zoom, so we have some helpful links that you can attach to your email.

- [Zoom guide](#) to downloading and updating the app.
- Miro guide to [registration](#) and [use](#).

### Two days before the event

At this point the students need to know exactly what they're supposed to be doing. Let them know the following:

- The link for the meeting (Zoom, Teams, etc.)
- The link for the first activity. Maybe something they can interact with to check that everything works fine!

Let them know details of all the creative enterprises that are participating - a little bit to get everyone acquainted. If you are able to run an in-person event, make sure to take a look at the "Finding a Venue" section.

## Finding Companies

We recommend to start looking for companies two months before the event. Even if businesses are keen to participate not everyone will be available for the particular dates of your Createathon.

## Initial contact with the business

We have some useful resources that might help you take the first step! We created a Business Application Form that you can use and modify, as well as a Createathon flyer. You can use the flyer to let the entrepreneur know what Createathon is, and the specific dates and times.

Once you have confirmed that the entrepreneur/business owner can make the dates it is important to make further contact with them to set expectations. They need to come into the Createathon process with an open-mind and a willingness to engage with the students. They can expect to meet some bright, enthusiastic students who will give them a fresh perspective on their business, but it is only a very short programme. We find it helpful to complete a Business Brief with the business owner to ensure they have a suitable challenge for the students. This can also be sent to their student team in advance.

## Preparation for the event

It may be useful to include some Online Delivery Handbook to your email, to let them know what to prepare for online delivery specifically. The entrepreneur needs to know:

- What platforms will be used?
- What tools they need to download?
- Is there a platform, where they need to set up an account? (Miro, Zoom etc.)
- Is there an activity they need to perform beforehand? Bring something?

This should be sent out at least a week before the event. For our online Createathon we used Miro and Zoom, so we have some helpful links, that you can attach to your email.

- [Zoom guide](#) to downloading and updating the app.
- Miro guide to [registration](#) and [use](#).

## Two days before the event

At this point the entrepreneurs need to know exactly what they're supposed to be doing. Let them know the following:

- The link for the meeting (Zoom, Teams, etc.)
- The link for the next day activity. Maybe something they can interact with to check, if everything works fine. For example they could post a message to the digital welcome board, introducing themselves (see our Welcome Board example).
- Let them know what other entrepreneurs are also participating - a little bit to get everyone acquainted.

If you are able to run an in-person event, make sure to take a look at the *Tips for Delivering an In-Person Createathon*.

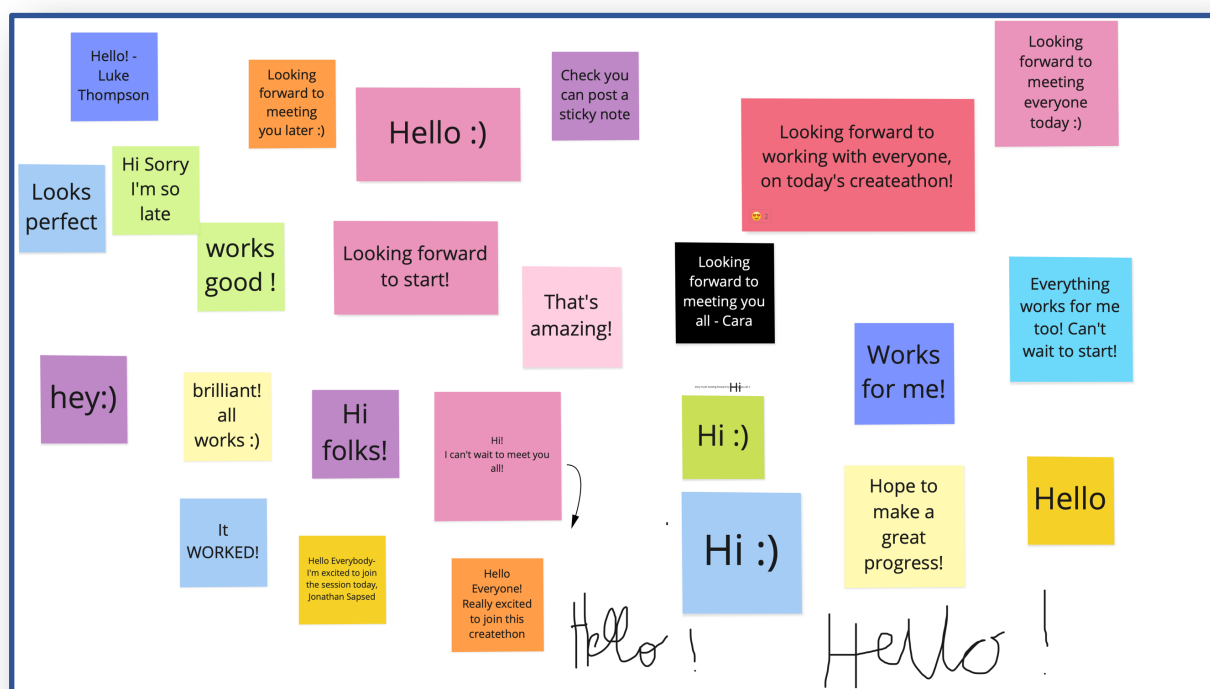


Figure 1, Welcome Board example

## Tips for Delivering an Online Createathon

### Finding a venue for an online event

Organising an online event is technical, as you need to pick the platform that'll suit your needs. Not all applications will be available in every country and also your institution may already have preferred platforms. Whatever platform you choose we recommend it is free for your end user.

We used Zoom and Miro. For us, these were best suited to our purposes, so we include these resources for you:

- Getting started with Zoom in the Online Delivery Handbook
- Reminders for participants and facilitators, that'll lead to better experiences on the day of the event.

### Welcome Board

Prepare a welcome board in Miro ([Welcome Board](#))<sup>4</sup>. Send link out to the students with the joining instructions before day one of your event. Invite participants to add their own post-it note introducing themselves and saying what they are looking forward to during the event. It is useful to populate this board with a couple of examples, so get the facilitating team to post their welcome message ahead of sending the link out to the Miro board.

*Note:* Set up a Miro board *per team* for the Createathon – not one per action. This will result in all the students' teamwork being stored in one place and then they have the option of sharing their work in progress in the plenary sessions.

### On the day of an Online Createathon

There is so much that can go wrong during an online event, but don't get discouraged! Here are a few things to keep in mind, that'll prevent some issues on the day. You may want to share these tips with participants beforehand:

- Keep your computer plugged into the power and ensure you have a good internet connection, if possible, sit as close to the router as you can.
- Join from a laptop or desktop (ideally with a separate monitor/second screen) rather than your phone.
- Use Google Chrome rather than Microsoft Edge, Safari or any other browser, and using an incognito browser can help.
- Close down any applications running in the background, such as Outlook, Skype or similar.
- Close down any open tabs [maybe a graphic in between these?]
- Double check your sound settings to ensure the appropriate input/output devices are being used
- Use headphones to avoid any issues with echoes and sound feedback.
- Make sure that when you want to share screens that you select the correct document to share (and have your co-facilitators confirm you are sharing the correct document)

### Tips for delivering an in-person Createathon

While online delivery has challenges, delivering in person needs careful consideration too. You will need to ensure you participants can access any venue you select and you will need to provide them with refreshments throughout the workshops. You'll need to provide clear directions to the venue along with details of public transport and parking. And ensure you have collected details of any special dietary requirements.

#### Finding a venue for an in-person event

Any venue should be appropriate for the number of students and entrepreneurs taking part in the event. In the past we had:

- Minimum four to a maximum six participants in a team per table. Cabaret style room layout works well. Round tables are a great option for group working. Push two rectangular tables together to create a large working surface for the team to all sit comfortably around. NB: This room layout example can also be adapted, and a copy provided to the venue illustrating your agreed booking requirements, a visual as to how to set up and arrange your teaching space for you ahead of your arrival.
- Table at the front with a computer and projector.
- Table at the side to put materials and learning resources on

- It would be great, if every table had their own flip chart stand or a whiteboard. Anything that would make displaying ideas easier.
- Stationery supply per table, including flip chart /white board markers, wall sticky tac, pencils and sheets of A4 plain paper.
- Ideally breakout rooms are needed for companies and students for when they are working in their groups (or at least you need sufficient space so that discussions can be held without the groups disturbing each other).

## On the day of an Online Createathon

- Arrive well before time to ensure that the venue is laid out as you require
- Check your tech and stationery supplies (and that any catering/refreshments have arrived)
- Make sure all your participants receive a warm welcome to the venue

<sup>1</sup> <https://support.zoom.us/hc/en-us/articles/360034967471-Getting-started-guide-for-new-users>

<sup>2</sup> <https://help.miro.com/hc/en-us/articles/360017571934-How-to-Register-a-Miro-Profile>

<sup>3</sup> <https://help.miro.com/hc/en-us/articles/360017571954-How-to-Start-Collaboration-with-Miro>

<sup>4</sup> [https://miro.com/app/board/o9J\\_l7lYwOQ=/](https://miro.com/app/board/o9J_l7lYwOQ=/)