AI Hackathon Day Playbook

GUIDE/PREREQUISITES

Disclaimer

This document is provided for informational purposes only and does not constitute legal, regulatory, or compliance advice. Organizations should consult their own legal, compliance, or policy teams before implementing any recommendations.

Contents

1. How to Use This Playbook

- This playbook provides a complete, step-by-step process to plan, execute, and measure an "AI Hackathon Day" event.
- Follow the phases in order (Pre-Planning → Planning → Finalization and Readiness → Event Day Execution → Post Event Follow-Up → Continuous Improvement).
- Use one shared workspace as the official source for all information. Each section should also note what documents need to be updated to keep that information current.
- Each section of the playbook should also clearly say what documentation needs to be updated so the workspace stays accurate over time.
- Use templates and checklists included in the Appendices to ensure consistent quality across sites.
- The tools mentioned in this guide are provided as examples—please use the platforms and systems best suited to your organization.

2. Event Setup (Fill In)

Event Name: ________________________________

Location/Site: ________________________________

Date & Time: ________________________________

Duration (e.g., 90 mins / 2 hrs. / half-day): ________________________________

Target Audience: ________________________________

Expected Attendance: ________________________________

Registration Form Link: ________________________________

Event Hub Link (e.g., Microsoft SharePoint®): ________________________________

(Optional) Support Channel Link (e.g. Microsoft Teams®): ________________________________

Facilitator List (names/teams): ________________________________

PHASE 0 — PRE-PLANNING (8 weeks before event)

0.1 Approvals & Budget, Core Team (8 weeks before event)

- Obtain approvals to run the event (site/business unit leadership as required).
- Identify Executive sponsors, if any.
- Work with your in-house legal team or outside counsel to draft Hackathon Official Rules and Terms

- Confirm budget scope (food, printing, signage, prizing, if any, etc.) and purchasing process.
- Confirm allowed tools and demo environments; ensure compliance/data handling alignment.
- Define event format (e.g., 90 minutes vs half-day) and confirm expected attendance range.
- Define the hackathon core team and create a distribution list for communication.

0.2 Set Up Hackathon Event Hub (ready before event announcements)

- Create the Event Hub and add the landing page sections (Overview, Official Rules and Terms, Agenda, Registration, Support, Feedback).
- Create folders/libraries using the recommended structure.
- Set permissions (edit access for core team, read-only for attendees).
- Optional: Create a support channel for day-of issues and link it to the Event Hub.

0.3 Event Hub Governance

- Enable versioning for decks (Draft → Reviewed → Final).
- Lock “Final” materials read-only 48 hours before the event.
- After the event, upload recap, photos (if allowed), final deck, feedback export, and metrics snapshot.

0.4 Recommended Folder Structure

- /Event Hub (Landing Page)
- /01_Planning
- /02_Official Rules
- /03_Logistics
- /04_Comms_Registration
- /05_Materials_Decks
- /06_Execution_DayOf
- /07_PostEvent_Recap
- /08_Feedback_Metrics
- /09_Lessons_Learned

0.5 Lock Date, Venue, and High-Level Format

- Lock date
- Book the venue and confirm room capacity, seating layout, and availability windows (setup time included).
- Confirm AV requirements: projector/screens, audio, microphones, clickers, adapters.
- Confirm connectivity requirements: Wi-Fi reliability, guest network access rules, VPN needs.
- Define the seating layout.
- Confirm food logistics—quantities, delivery timing, dietary accommodation, and any on-site restrictions—with the venue.
- Confirm signage logistics—internal or external vendor.

- Advertising in advance of the Hackathon must include short-form rules with a link to the full set of Hackathon Official Rules and Terms. Work with your in-house legal team or outside counsel to draft the short-form rules and include the language as a disclosure in all marketing materials.
- Procure prizes, if needed. Consult with your in-house legal team or outside counsel if you are awarding prizes.
- Central Repository Update: Upload venue confirmation, AV checklist, and floor plan draft, and food logistics to /03_Logistics.

ACTIONS PERFORMED

PHASE 1 — PLANNING

1.1 Define Agenda and Session Flow

- Draft the agenda with exact timings—welcome, instructions, hands-on work, share-out, wrap-up.
- Work with your in-house legal team or outside counsel to draft Official Rules and Terms
- Include a short compliance reminder—no sensitive/confidential data.
- Add a “help escalation” instruction (how to request help).
- Central Repository Update: Upload agenda V1 to /05_Materials_Decks and link it to the Event Hub.

1.2 Select Tools and Design Stations

- Confirm tools available to participants.
- Categorize tools as beginner, intermediate and advanced.
- Publish tools list on the Event Hub.
- Central Repository Update: Save tools list in /05 Materials_Decks

1.3 Build the Deck and Supporting Materials

- Create the main event deck—purpose, agenda, compliance reminder, next steps.
- Create table tent cards/QR codes for team stations and support.
- Prepare facilitator scripts—talking points + common Q&A.
- Central Repository Update: Store deck and QR/handouts drafts under /05_Materials_Decks with version history.

1.4 Registration

- Work with your in-house legal, compliance, and privacy teams or outside counsel to create a registration form that complies with all relevant privacy laws.
- Example for registration:
  - Team Name: ______________________________

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- Team Location: ________________________________
  - Team Lead: ________________________________
  - Team Member 1: ________________________________
  - Team Member 2: ________________________________
  - Team Member 3: ________________________________
- Use Case (what team will develop): ________________________________
- Prepare announcement email with short-form rules disclosure and Event Hub link.
- Schedule reminder cadence: T-14 days, T-7, T-2, T-1.
- Track registrations and set a waitlist if capacity is limited.
- Central Repository Update: Store all comms and registration tracker in /04_Comms_Registration; link registration from the Event Hub.

1.5 Staffing and Facilitator Enablement

- Confirm facilitators/core team and provide the facilitator script.
- Confirm volunteers for registration desk, room support, and timekeeping.
- Plan backup coverage (if a facilitator is absent).
- Schedule a facilitator briefing to review flow, escalation rules, and timing.
- Central Repository Update: Upload facilitator information (script, contact list) to 06_Execution_DayOf.

PHASE 2 — FINALIZATION & READINESS

2.1 Dry Run (Mandatory)

- Run the event end-to-end with internal testers (at least 5–10 people if possible).
- Validate every link (forms, tool URLs) from a non-owner account.
- Collect issues and update deck accordingly.
- Central Repository Update: Record dry-run findings in a “Dry Run Notes” page under /01_Planning.

2.2 IT & Venue Readiness

- Test Wi-Fi in the room(s) with multiple devices; verify required networks/VPN access.
- Test AV (projector/screens, audio, clicker, adapters).
- Test tool access and permissions for facilitators and a standard attendee account.
- Prepare a support method: support channel, escalation contacts, and quick troubleshooting steps.

2.3 Go/No-Go Readiness Review

- Confirm: venue, seating, AV, Wi-Fi, staffing, materials, registration list, and support channel.
- Confirm “Final” deck is locked (read-only).
- Decide Go/No�Go and document decision with any last actions.
- Central Repository Update: Upload Go/No�Go Readiness Checklist and decision notes to /01_Planning/Readiness.

PHASE 3 — EVENT DAY EXECUTION

3.1 Setup (60–90 Minutes Before Start)

- Place signage: entrance, agenda, table map.
- Set up screens with the agenda.
- Place station QR codes and quick-start cards on each table.

3.2 Registration Desk Flow

- Verify attendees against registration list (or allow walk-ins if policy allows).
- Direct attendees to assigned tables.

3.3 Kick-off event (10 Minutes)

- Welcome and purpose of the session.
- Explain how to save project demo and provide template.
- Compliance reminder: Do not use confidential/sensitive data in prompts or uploads.
- Explain how to get help (raise hand, Support Channel, SME table).

3.4 Wrap-Up (60 - 90 Minutes)

- Ask participants to upload demo from each team.
- Close access to the uploads (modifications are not allowed).
- Optional: Demo from each team for 2-5 minutes, based on the ETA. Adjust Wrap-Up duration based on number of teams.

3.5 Feedback Analysis

- Share the feedback form with all the participants and core team.
- Close the survey within the given timeline.
- Collect the feedback and consolidate

PHASE 4 — POST-EVENT FOLLOW-UP

4.1 Publish Recap (within 24 hours)

- Send recap email and/or post with highlights, photos (if allowed), and key links.
- Upload final deck and any approved photos.
- Share where to get continued support (community links, training catalog, office hours).
- Central Repository Update: Upload recap content to /0_7 PostEvent_Recap and update the Event Hub with a “Recap” section.

4.2 Metrics Snapshot (within 14 Days)

- Finalize attendance numbers and completion estimates.

- Record engagement metrics (posts, participation).
- Capture adoption indicators if available (training enrollments, tool sign-ups, community joins).
- Publish a short “Impact Summary” for stakeholders.
- Central Repository Update: Upload metrics snapshot and impact summary to /08_Feedback_Metrics and link it on the Event Hub.

4.3 Success Criteria & Measurement Plan

Define success before planning content so the event is outcome-driven and measurable.

4.3.1 Suggested KPIs

- Attendance—registered vs actual (show rate).
- Hands‑on completion—% teams submitting final demo.
- Satisfaction—average survey score (target ≥ 4.0/5).
- Adoption signals—training enrollments, tool sign-ups, community membership growth—within 14 days.

PHASE 5 — CONTINUOUS IMPROVEMENT

5.1 Lessons Learned and Playbook Updates

- Document lessons learned: top issues, timing adjustments, content gaps.
- Update templates and checklists for the next run.
- Update AI Hackathon Playbook with examples for reuse across sites.
- Central Repository Update: Store lessons learned in /09_Lessons_Learned and update the playbook version history.

Appendix A: Registration Tracker Template

Use this template to capture team registrations and their hackathon build ideas. Save in /01_Planning and link it from the Event Hub.

Team Name	Team Leader	Members	Team Idea to Create During Hackathon
[ ]	[ ]	[ ]	[ ]
[ ]	[ ]	[ ]	[ ]
[ ]	[ ]	[ ]	[ ]

Appendix B: Dry Run

Use this template to capture findings from the mandatory dry run and track fixes to completion. Save the completed notes in /01_Planning and link it from the Event Hub.

Dry Run Date	[YYYY-MM-DD]
Start / End Time	[Start] – [End] (Time zone)
Location / Room	[Site, building, room]
Facilitator Lead	[Name]
Testers (count + names)	[#] [Names]
Dry Run Goals	Validate timing, links/access, and support/escalation flow.

Dry Run Findings

1. Timing & Flow

Segment	Planned	Actual	Notes / Adjustments
Kickoff / Instructions	[min]	[min]	[e.g., clarify work blocks / checkpoints]
Wrap-up / Q&A	[min]	[min]	[ ]

2. Links & Access Validation

Item	Test Account	Pass/Fail	Notes / Fix Needed
Event Hub landing page	[non-owner]	[ ]	[ ]
Registration form (if still open)	[non-owner]	[ ]	[ ]
Tool access / sign-in for participants	[standard attendee]	[ ]	[ ]
Support channel link and QR code	[non-owner]	[ ]	[ ]
Feedback form link	[non-owner]	[ ]	[ ]

3. IT & Venue Readiness

Check	Status	Notes / Owner
Wi-Fi strength in room (multi-device test)	[OK / Issue]	[ ]
VPN / network access rules validated	[OK / Issue]	[ ]

Projector / screen works	[OK / Issue]	[ ]
Audio / mic (if used) works	[OK / Issue]	[ ]
Adapters/cables/clicker available	[OK / Issue]	[ ]
Seating/layout supports teams	[OK / Issue]	[ ]

4. Issues Log & Action Tracker

ID	Area	Issue / Observation	Impact	Owner	Status
1	Access	[e.g., tool permission error]	[ ]	[ ]	[ ]
2	Timing	[e.g., station takes too long]	[ ]	[ ]	[ ]
3	Comms/Signage	[e.g., QR points to old link]	[ ]	[ ]	[ ]

Appendix C: Go/No-Go Readiness Checklist

- Venue confirmed (capacity, layout, access time).
- AV tested (screens/projector, audio, clicker, adapters).
- Wi-Fi tested with multiple devices; VPN rules understood.
- Tools validated (permissions, accounts, datasets).
- Deck locked read-only.
- Facilitator briefing completed and backups confirmed.
- Support channel is active and escalation contacts are posted.
- Registration list is finalized and seating/table plan ready.

Appendix D: Facilitator Script

This is a script/actions list for the hackathon support roles. Adjust timings to match your agenda. Keep the tone energetic, practical, and timeboxed.

- ## Roles (recommended)
  - **Lead Facilitator** runs the room, kickoff, transitions, wrap-up.
  - **Timekeeper** keeps the agenda on track, calls 5-minute and 1-minute warnings
  - **Support Desk / Floater (optional)** handles access, Wi-Fi, and “stuck” participants.
- ## 60–90 Minutes Before Start — Setup Script
  - **Lead Facilitator:** Quick team huddle, confirms timing and escalation path.
  - **Timekeeper:** Runs the clock and calls rotations. Starts the visible timer and confirms warning cadence (5 min / 1 min).
  - **All:** Confirm QR codes/links on tables, support channel displayed, and main deck is ready on the projector.
- ## 0–10 Minutes Before Start — Registration Desk Script
  - **Greeter:** “Welcome! Please check in here. If you’re a walk-in, add your name to the list.”
  - **Greeter:** “Grab a seat at any table (or your assigned table). Scan the Event Hub QR code to open today’s agenda and station links.”
  - **Greeter:** “If you have access issues, please post in the Support Channel or come to the SME table.”
- ## Kick-off — 10 Minutes
  - **0:00–2:00 — Welcome & Purpose**
    - **Lead Facilitator**: “Welcome to *AI Hackathon Day*. The goal today is simple: learn by doing.
  - **2:00–5:00 — Compliance / Data Handling Reminder (read verbatim)**
    - **Lead Facilitator**: “Reminder: do not enter, paste, upload, or summarize confidential, sensitive, or personal data into any AI tool today. Use only approved demo content or sanitized examples. If you’re unsure whether something is allowed, don’t use it—ask a facilitator.”
  - **5:00–8:00 — How to Get Help (Escalation)**
    - **Lead Facilitator**: “If you’re stuck for more than 2 minutes, raise your hand, come to the SME table or post in the Support Channel with a screenshot and a one-line description.”

- **8:00–10:00 — Agenda Preview & Start**
  - **Lead Facilitator**: Quick preview of today’s agenda: morning session breaks, lunch, afternoon session, wrap-up.
  - **Timekeeper**: “Time starts now.”

- ## Feedback Wrap-up Script
  - **Lead Facilitator**: “Before you leave, please complete the feedback form—this is how we improve the next run. It takes about 2 minutes.”
  - **Lead Facilitator**: “Please submit within 10 minutes of the final demo/wrap-up—after that we’ll close the survey.”
  - **SME Table**: “If you want follow-up help, include your contact in the optional section.”

Appendix E: Participant Feedback Form Template

Use this template to collect participant feedback immediately after the event (recommended—within 10 minutes of the final demo/wrap-up). This form is designed to support the playbook's measurement goals—satisfaction, usefulness, and readiness to adopt.

1. Event Details (for internal use)

Event Name	[ ]
Date	[YYYY-MM-DD]
Location / Site	[ ]
Format	[90 min / 2 hrs. / half-day / other]
Response Type	[Anonymous / Named]

2. Participant Information (optional)

Name: ________________________________ Team/Org:______________________________

Role: ________________________________

3. Overall Experience (1 = Strongly Disagree, 5 = Strongly Agree)

Statement	**Rating (1–5)**
The event objectives and agenda were clear	[1 2 3 4 5]
Facilitators/support were helpful	[1 2 3 4 5]
I learned something I can apply within the next 2 weeks	[1 2 3 4 5]
Overall, I am satisfied with this event	[1 2 3 4 5]

4. Adoption & Next Steps

Which outcomes apply to you today? (check all that apply)

1. I have a specific use case I want to try at work.
2. I need access/permissions help to use one or more tools.
3. I would like follow-up training/office hours.

How likely are you to use one of the tools/practices from today within the next 14 days? (1 = Not likely, 5 = Very likely) [1 2 3 4 5]

5. Open-Ended Questions

1. What is the most valuable thing you learned today?

2. What was confusing or slowed you down?
3. What tools should we add next time? What should we remove?
4. What would make it easier for you to adopt these tools (access, examples, office hours, templates, leadership support, etc.)?
5. Any other comments or suggestions?

6. Optional: Follow-Up

If you are open to follow-up (e.g., to learn more about your use case or help troubleshoot access), please provide:

1. Contact email: ______________________________
2. Preferred follow-up: [Office hours] [1:1 help] [Training] [Community/Teams channel]
3. Tools you want help with: ______________________________

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Appendix F: Hackathon Submission Scoring Template

Instructions:

Copy the table below directly into Excel. Each row represents **one submission**.

Team Name	Link to Demo	Innovation and Creativity	Functionality and Usability	Use of Technology	Design and User Experience	Business Value	Average Score	Reviewer Notes

1. Scoring Criteria Definitions (Judge Instructions)

Criteria	What to Evaluate	Scoring Guidance (0–10)
Innovation & Creativity	Originality of the idea or approach; novelty of the use case	0–2 = not innovative 3–4 = incremental idea 5–6 = solid, expected innovation 7–8 = clearly differentiated 9–10 = highly original / standout
Functionality & Usability	Solution works as intended; clarity of workflow; ease of use	0–2 = does not work / unclear 3–4 = partially works, usability issues 5–6 = works, usable 7–8 = smooth and intuitive 9–10 = polished and intuitive
Use of Technology	Appropriate and effective use of AI/tools/platforms; technical depth	0–2 = weak or incorrect usage 3–4 = basic usage 5–6 = appropriate use 7–8 = strong technical application 9–10 = exemplary use of tech

Design & User Experience	UI clarity, interaction flow, visual organization	0–2 = confusing design 3–4 = usable but rough 5–6 = clear and functional 7–8 = well-designed 9–10 = exceptional UX
Business Value	Clear value proposition; efficiency gains; impact or scalability	0–2 = unclear/no value 3–4 = limited value 5–6 = clear value 7–8 = strong business impact 9–10 = high scalable impact

This ensures judge consistency, fast scoring, and an executive-friendly structure

2. Judge Notes & Guidance

- Video submission may be **required or optional** depending on event Official Rules and Terms.
- Use **Reviewer Notes** to capture open questions, quantification opportunities (e.g., hours saved, cost avoided), capability gaps or follow-ups.
- Score submissions **independently** to avoid bias.

3. Optional Enhancements

- Apply weighted scoring if business value should carry more weight.
- Add a Yes/No **gating column** (e.g., “Demo Runs Successfully”).
- Add a **compliance validation** column if required.

Appendix G: Lessons Learned Template

Use this template within **3–5 business days** after the event to capture learnings while they are fresh. Save the completed file in /09_Lessons_Learned and link it from the Event Hub.

1. Event Summary

Event Name	[ ]
Date	[YYYY-MM-DD]
Location / Site	[ ]
Format / Duration	[90 min / 2 hrs. / half-day / other]
Core Team / Lead	[Names]
Stations/Tools Included	[List]

2. What We Learned

- What went well (keep doing).
- What didn't go well (stop/change).
- Surprises, risks, or edge cases to plan for next time.

3. Metrics Snapshot

KPI	**Result**	**Notes / Source**
Attendance: registered vs actual (show rate)	[ ]	[Registration export / sign-in sheet]
Hands-on completion: % submitting demo	[ ]	[Survey / facilitator count / submissions]
Satisfaction: average survey score (target ≥ 4.0/5)	[ ]	[Feedback form results]
Adoption signals within 14 days (training, tool sign-ups, community joins)	[ ]	[Links / screenshots / owner confirmation]

4. Improvements & Action Plan

Area	**Observation / Root Cause**	**Action**	**Owner**	**Due**
[e.g., logistics]	[ ]	[ ]	[ ]	
[e.g., Timing/flow]	[ ]	[ ]	[ ]	
[e.g., Access/IT]	[ ]	[ ]	[ ]	

5. Updates Needed (to improve the next run)

- Main deck: [update slides / timing / compliance reminders]
- Event Hub links/QR codes: [verify + update]

- Registration & comms templates: [update prerequisites, reminders]
- Readiness checklist / dry run template: [update based on issues]
- Other: [ ]

6. **Update AI Hackathon Playbook:** After updates are made, re-test key links/access using a non-owner account and record the playbook version/date update.

Appendix H: Sample Tools Template

Use this template to list tools available for the hackathon. This list is illustrative – update based on tools available in your organization.

User Level	Tool Platform	Description	Typical Use Case
Beginner	Dataiku®	**Dataiku** is an enterprise AI platform that enables organizations to design, deploy, and govern analytics, machine learning, and AI applications in a single environment, with built-in collaboration, transparency, and governance across the AI lifecycle.	Enable enterprise teams to collaboratively build, deploy, and govern analytics and AI solutions—such as predictive models or AI-driven insights—while maintaining centralized oversight, traceability, and governance across the AI lifecycle.
Beginner	Microsoft Copilot Studio®	**Microsoft Copilot Studio** is a Microsoft platform for creating, customizing, and managing AI copilots and agents that integrate with Microsoft 365, Power Platform, and enterprise data sources.	Create and customize AI copilots or agents that respond to user questions, automate interactions, or assist with tasks by integrating with Microsoft 365 experiences and enterprise data sources.
Beginner	Microsoft Power Platform®	**Microsoft Power Platform** is a low-code platform that enables organizations to build applications, automate workflows, analyze data, and create AI-powered solutions using Power Apps, Power Automate, Power BI, and Copilot Studio.	Empower business and IT teams to develop low-code applications, automate workflows, and analyze data, enabling faster delivery of business solutions without requiring traditional application development for every use case.
Intermediate	Azure Machine Learning Studio®	**Azure Machine Learning Studio** is a web-based environment for building, training, deploying, and managing machine learning models on Azure, supporting the end-to-end machine learning lifecycle.	Support data science and engineering teams in building, training, deploying, and managing machine learning models at scale as part of an end-to-end, cloud-based machine learning lifecycle.
Advanced	GitHub Copilot®	**GitHub Copilot** is an AI-powered coding assistant created by GitHub that helps developers write code by providing code suggestions and completions directly within supported development environments.	Assist software developers by providing AI-generated code suggestions and completions directly within their development environment, helping accelerate coding tasks and reduce manual effort.

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