



10 Steps to Hosting Successful Hackathons

Hackathons are key to revealing talent and innovation. They emerged as a tool for hiring external talent. Today, hackathons are used across the employee lifecycle. Read below for key best practices for successful hackathons.

STEP 01

Define Your Objectives and Key Performance Indicators

Determine the purpose of the online hackathon for your business, team, and participants. Goals may include hiring, generating innovative ideas, fostering internal engagement, improving marketing or employer branding, or promoting diversity, equity, and inclusion.

STEP 02

Clarify the Problem Statement

For hackathons focused on generating innovative ideas, clearly define the problem statement to provide participants with context and set them up for success.

STEP 03

Understand Your Audience

What do you want your participants to think, feel, and do? Tailor your messaging accordingly.

STEP 04

Align with Internal Stakeholders

Ensure internal stakeholders are on the same page regarding objectives, KPIs, and the target audience.

STEP 05

Craft a Compelling Story

Create a narrative that is aligned with the objectives of your virtual hackathon and your company mission.

STEP 06

Allow Sufficient Planning Time

In-person hackathons require more coordination and planning, while virtual events can be organized more quickly. Include time for wrap-up tasks such as email communications and prize distribution.

STEP 07

Establish the Schedule and Agenda

Determine the duration and structure of the hackathon, whether it spans hours, days, or a longer period for specialized hiring campaigns. If it's an in-person event, include breaks in the schedule.

STEP 08

Select Judges

You may have decided to identify winning participants and solutions using a judging panel. If so, consider featuring these judges on the landing page. This level of transparency will encourage participants to stay registered and stay engaged.

STEP 09

Measure the Impact

Evaluate the hackathon's performance against the established KPIs and assess its overall impact.

STEP 10

Conclude the Hackathon

Conduct administrative tasks, express appreciation to participants, distribute prizes, and take any required actions to ensure the original objectives are met.