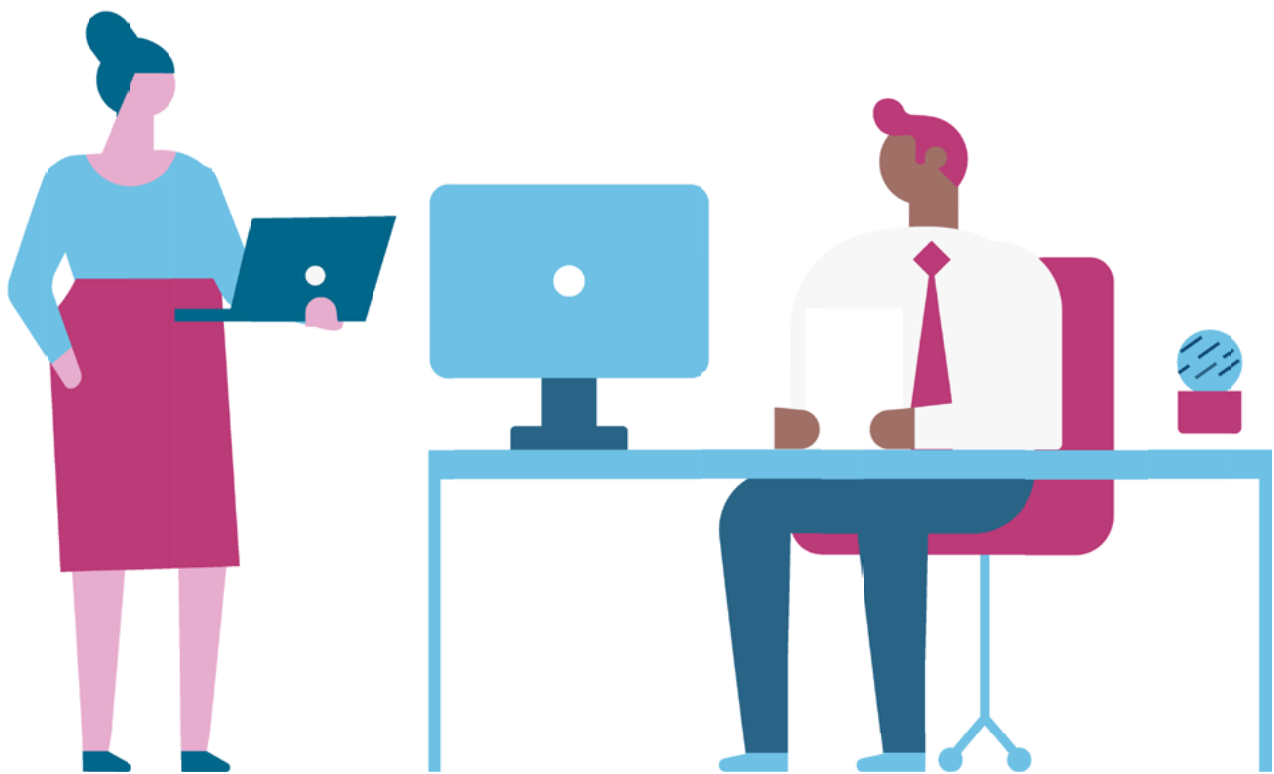


# BUSINESS TOOLKIT FOR NATIONAL CODING WEEK



This toolkit contains ideas for events you can host during National Coding Week.

[www.nationalcodingweek.com](http://www.nationalcodingweek.com)



# THE AIM OF NATIONAL CODING WEEK



The aim of National Coding Week is to help build people's confidence and digital skills at fun and engaging events.

There is a digital skills gap within our communities and therefore businesses can help inspire people to gain skills by supporting events during National Coding Week. These events can provide valuable experience that will spur attendees on to further learning.

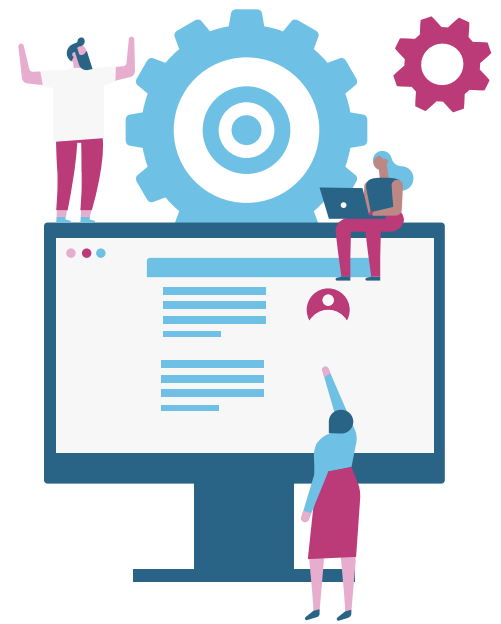
To make sure your event is successful, decide on your specific aims. For example are you aiming to:

- Run an in-house event just for your employees?
- Ask your staff to help out at their children's schools or local library
- Host an event for members of the business community or members of the public
- Sponsor an event in your local community
- Run online events

Your aims will depend on your staff, business product, capacity, and resources. You don't have to be a big business to inspire others. Passion, ideas and creativity can go a long way to help develop confidence and digital skills.



# ASSESS THE RESOURCES YOU HAVE AVAILABLE



You don't need to be a digital business to support National Coding Week. You can run “lunch and learns” for your staff or bring in a trainer to help improve digital awareness. In any event you need to assess the resources you have available. This will help you decide what event(s) you are capable of hosting.

## Hardware and software.

Your hardware and software are the physical tools needed to host your event or workshop. Ask yourself:

- How many computers and other hardware do you have available?
- Do you need to ask people to bring their own laptops?
- Will there need to be certain software installed on the computers?
- How feasible will bringing their own equipment be for members of your community?

## What if my hardware and software resource is limited?

You might find that your hardware and software resource is limited, and you don't think it would be feasible for people to bring their own laptops. In that case, you don't have to teach a hands-on coding session. You could run a general digital skills event instead.

For example, you could host a class on:

- Cybersecurity Essentials
- Big Data – Your Privacy
- Digital Marketing for Beginners
- Careers in Coding
- Websites and User Experience
- Introduction to Open Source
- 3D Printing

### Assess your capacity.

Then, figure out exactly how much time and what skills you have to devote to running your event.

Ask yourself:

- How long will your event be?
- How much time do you have to organise and promote your event? Will it be enough?
- What capacity do you have to run more than one event?
- What skills do you need to host this event? (eg coding, presenting, coaching)

### What if my time is limited?

You may feel that as a business you don't have much time to take part in National Coding Week this year. Well that's fine but do get involved next year!

A good use of your time this year will be to reassess your cyber security and provide training for your staff. This helps them become more cyber aware, improves their digital skills and helps protect your business.



Falling victim to cyber crime can be devastating for your business, and when you consider that SMEs make up 99.9% of Britain's 5.5 million private sector businesses, it represents a real threat to the whole of the UK economy. The National Cyber Security Centre has produced great resources, advice and guides. Visit their website and in particular the [small business guidance](#)

### Consider a collaboration.

Collaborating with your local community can be a great idea. There are many organisations who often want to be involved in National Coding Week but don't have the confidence or expertise. This is where you come in! You can take the pressure off them by volunteering staff (subject to local safeguarding) to teach others and share skills:

- Schools
- Libraries
- Codeclubs
- Hubs / Co-working spaces
- Meetups

### Audience.

Choose your audience and define their interests together with what they are capable of learning or achieving within the timeframe of your event.

Ask yourself:

- What topics are they interested in?
- What has worked well for you in the past?
- What is their technological skill level?
- What prior knowledge do they need to have?

Suggested audiences:

- Your own staff and / or their families
- Other businesses / entrepreneurs / freelancers
- Clients / suppliers
- Retirees
- General public
- Job seekers
- Special interest groups

## Communication

It's really important to promote your National Coding Week event. The channels you use will depend on your audience.

Define clearly who your target audience is for each event. Then, figure out how your particular audience finds out about events.

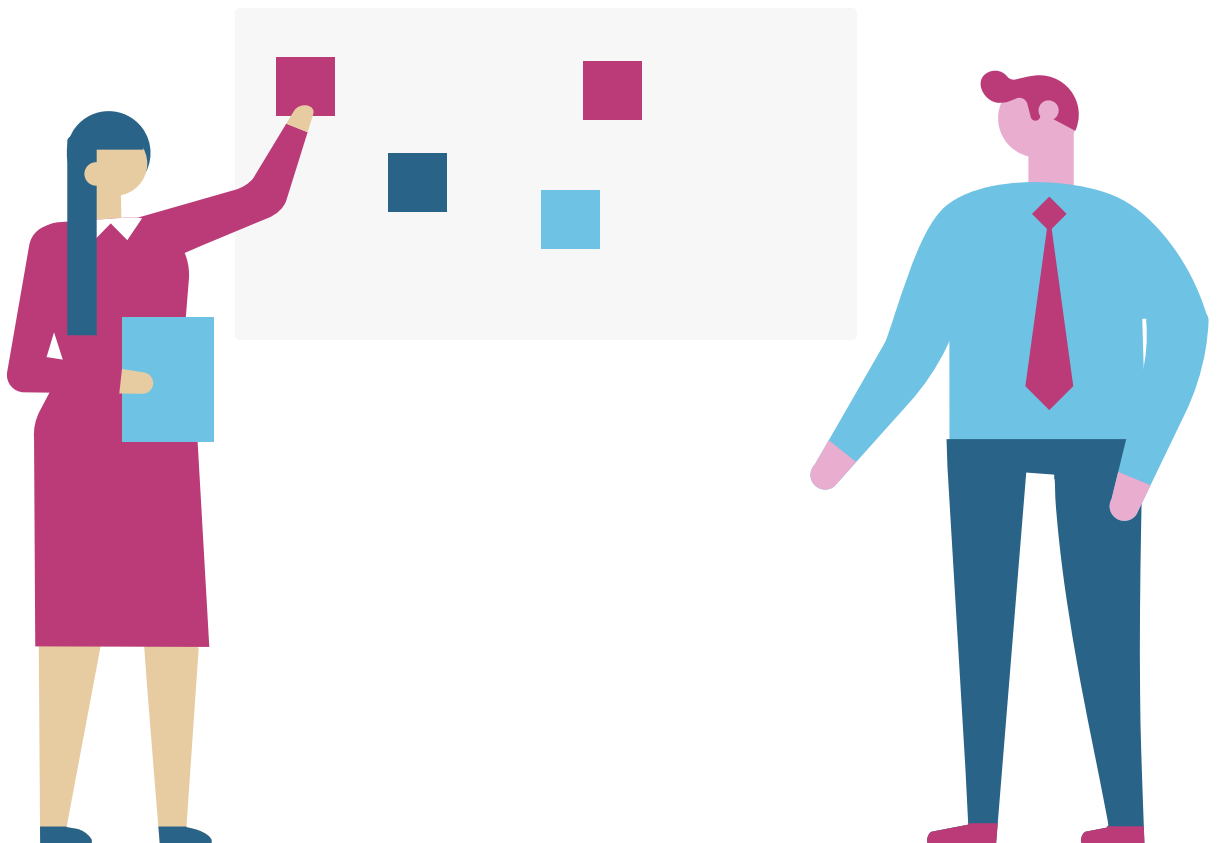
You could promote your event on any of the following online and offline channels:

- Twitter
- Eventbrite or Meetup (or any other event platform)
- Printed posters or leaflets around town or in the library
- Facebook (wide user base)
- LinkedIn (popular with professionals)
- Instagram

## When promoting your event:

- Make your event descriptions as specific as possible.
- Promote your event at least a month in advance, and keep reminding people about it in the run-up.
- Include specific beginning and end times, dates and locations, so attendees can plan ahead.
- Be thoughtful and inclusive about the language you use, and try to attract a wide audience.

If you're a business that now wants to get involved with National Coding Week - that's great news! If you're a business that would like to sponsor National Coding Week - get in touch, we'd love to hear from you. [hello@codingweek.org](mailto:hello@codingweek.org)



# WRAPPING UP YOUR EVENT

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Here are a few more tips to help make sure your National Coding Week event is a runaway success.

- Inform your attendees about what tools and resources they will need to have ahead of time.
- Live tweet your event on social media so we can all follow along.
- Provide attendees with resources for further learning once the event has finished.
- Ask for feedback at the end of your event to see what you could do better next time.
- Send a follow-up email so attendees know their presence was appreciated.





# TOP TIPS FOR A SUCCESSFUL EVENT

## Tips

Here are a few more tips to help make sure your National Coding Week event is a runaway success.

- Keep your event simple and within your own confidence levels.
- Draw on friendly support from within your community to help.
- Include time for Q&A and evaluation.
- Make sure the events are fun and engaging - the aim is to build confidence so you don't need to go into great depth for each topic.

## Share your event

There are many ways you can share your events with us, but here are a few to ensure we notice you.

- Use the hashtag **#nationalcodingweek**
- Tag us in your social media posts.
- Prefix your event title with National Coding Week.
- Send us an email at **hello@codingweek.org**  
We love to hear about your events!

# STORIES OF SUCCESSFUL PAST EVENTS



Case studies - Here are some stories of successful past events to inspire you



JT has been the lead sponsor and major supporter of National Coding week since it began in 2014. Each year JT runs events during National Coding Week highlighting the possibilities within the digital industry in Jersey and Guernsey and creating awareness of the wealth of possibilities for everyone irrelevant of their skill set, age or ability.

Activities have included competitions, coding sessions and hackathons, and thanks to their continued sponsorship, National Coding Week has been able to facilitate digital skills training schools and libraries and throughout the Channel Islands and the UK.



Yard a technical marketing business. It hosted a free afternoon seminar on basic SEO in their events space in their Edinburgh office. The presentation required no previous experience, and covered the essentials of search engine optimisation for beginners.



Barclays ran over 100 events in their Digital Eagle Labs, branches and schools with over 1500 people attending across the UK.





FutureLearn held a beginner's guide to coding workshop in Camden.

Members of the FutureLearn team led a hands-on session in which attendees got to see the code behind websites, found out how it can be manipulated, and they then created their own webpage using HTML and CSS.



Dreamr a Digital Business in Manchester held a number of events, staff volunteered in schools, helped educate members of the public during lunchtime sessions and even helped reskill the homeless and unemployed with basic coding sessions.



Media Molecule is a games development company and for National Coding Week they published inspirational blogs and case studies on their staff showing how they learnt digital skills.



GCG3 Digital worked with GDPA a registered charity committed to empowering, rehabilitating and supporting the community. For National Coding Week GDPA hosted a community coding day which included having a guest talk from the Director of Digital Production, at G2G3 Digital. This offered a great opportunity for young people to understand Coding and Careers in Coding. They also liaised with Community Schools to organise additional coding events.





**GOOD LUCK! FROM  
NATIONAL CODING WEEK!**



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