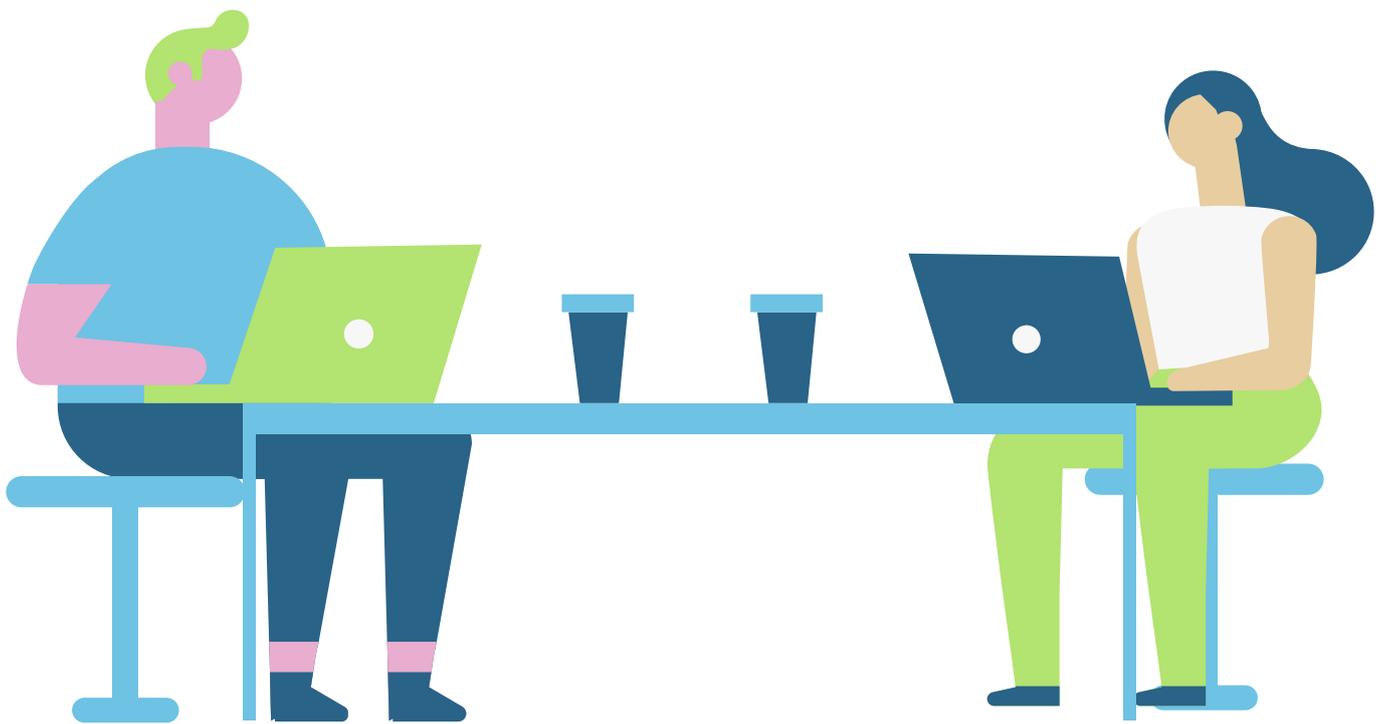


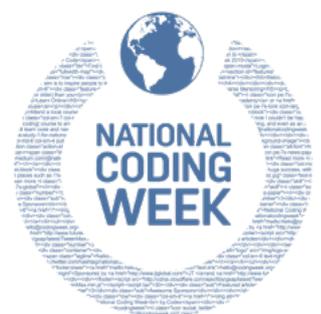
HUB TOOLKIT FOR NATIONAL CODING WEEK



Digital Hubs, co-working spaces, Non Governmental Organisations (NGOs), not-for-profits and membership driven organisations fall into our Hub category.

This tool kit has been produced to give you ideas for National Coding Week events.

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THE AIM OF NATIONAL CODING WEEK



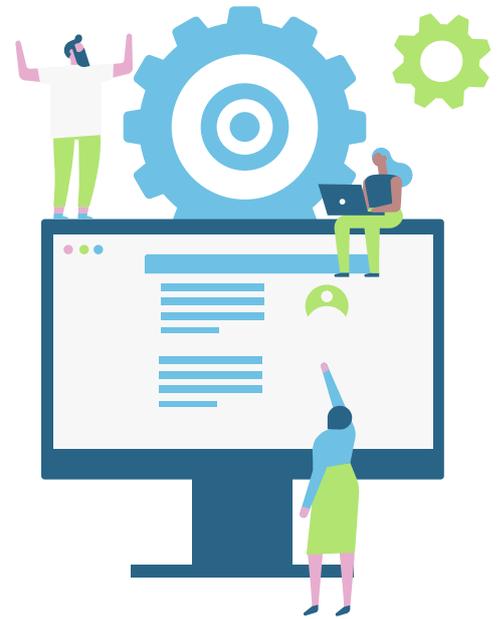
The aim of National Coding Week is to help build people's confidence and digital skills at fun and engaging events. By helping beginners learn new skills you're providing them with valuable experience that will spur them on to learn more.

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

- Discover 10 possible careers in tech
- Take away 5 fundamentals of Digital Marketing
- Run a hands-on introduction to web design session
- Hold a hackathon for your members
- Learn how to make a one-page website
- Create an App using Ruby or Java
- Get started with programming with the Raspberry Pi



ASSESS THE RESOURCES YOU HAVE AVAILABLE



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 (eg [Raspberry Pi](#)) 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).



Audience

You need to work out exactly what people are interested in within your community and what they are capable of learning or achieving within the timeframe of your event.

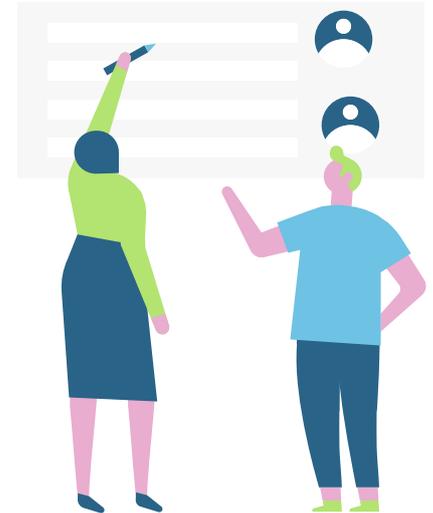
Ask yourself:

- 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:

- Members - encourage your members to showcase their skills so your members can learn from each other.
- New Members - reach out to potential new members by hosting an event and showcasing your organisation.
- Schools, teachers and parents.
- Business leaders - perhaps an event on cyber security, digital marketing or User Experience.

CAN YOU COLLABORATE WITH YOUR COMMUNITY?



Members

As a digital hub/co-working space or not-for-profit your members will be able to offer their skills and expertise. Use National Coding Week as an opportunity to bring your community together, share expertise and showcase their amazing skills.

Community

Reaching out and collaborating with your local community can be a great idea too. There are many schools, libraries and coding clubs who want to be involved in National Coding Week but often don't have the confidence or expertise or even the space to host an event. This is where you come in! You can take the pressure off them by offering your space to bring community members together.

Businesses

In our experience, there are many fantastic companies out there who can make a great contribution to National Coding Week. They are held back from doing so because they don't have a suitable venue to host an event, so this is where you can make a difference. Provide a platform where companies can teach others and share their skills.

Collaborating with local experts can help you achieve more than you could on your own. Local businesses have a lot to offer and would be worth approaching. You could even get one or two to sponsor an event!

Types of companies that respond well:

- Telcos
- Web agencies
- Design agencies
- IT / Tech consultants
- Freelancers

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
- Cross-promote with other organisations (eg the council or local businesses)
- Don't be afraid to contact the newspapers, local radio and tv they are always looking for news stories

If in doubt, ask people in your hub how they find out about events!

When promoting your event:

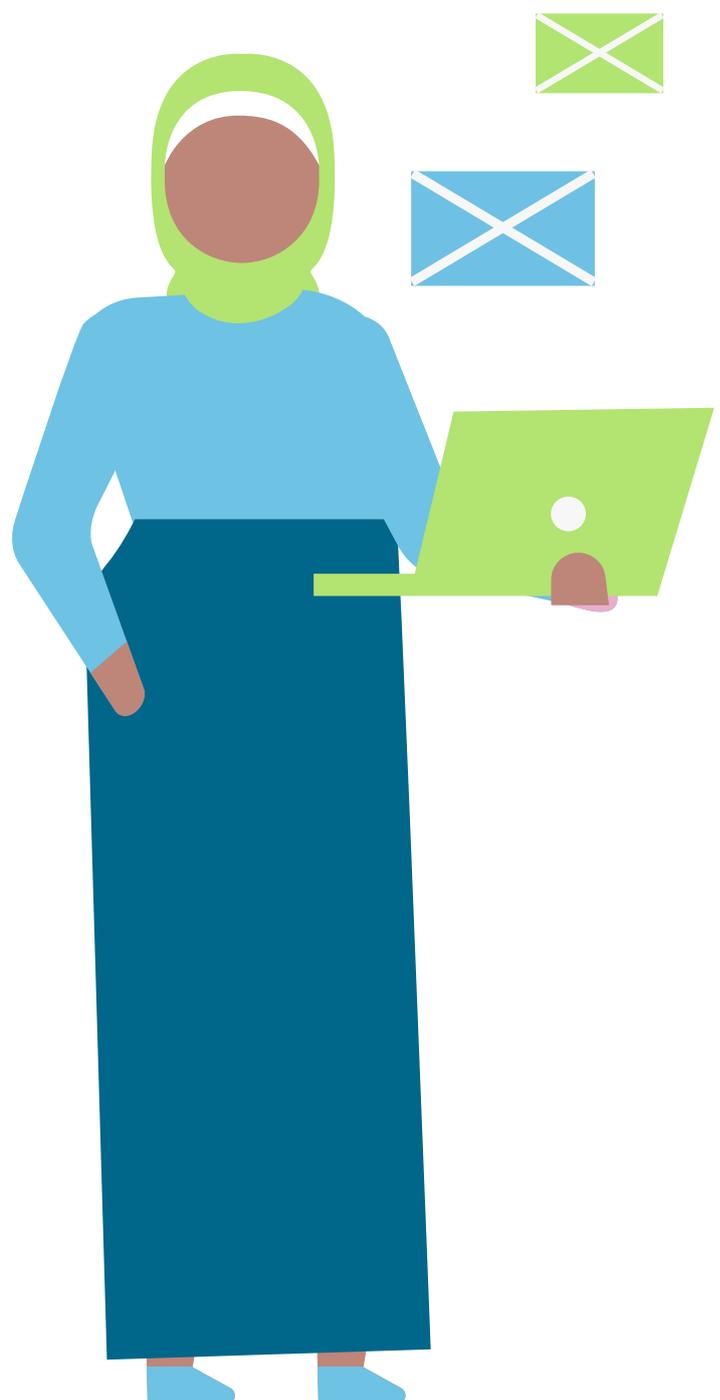
- Make your event descriptions as specific as possible.
- Promote your event at least a month in advance, and keep reminding people about it in the run-up.
- Include specific beginning and end times, dates and locations, so attendees can plan ahead.
- Be thoughtful and inclusive about the language you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

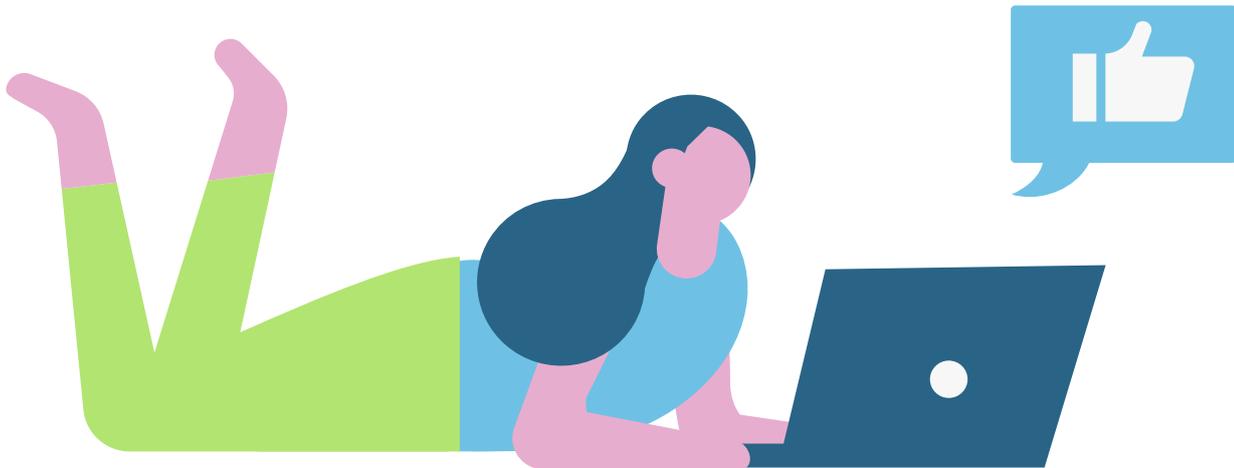


WRAPPING UP YOUR EVENT

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

Grow at Green Park, Reading

Ran interesting and varied sessions targeting different audiences:

Parents and Children: 4 school teams comprising 2 children and 2 parents worked together with the children teaching the parents how to code using BBC micro:bit in a testing and competitive challenge.

Coding for beginners: training session for absolute beginners. Attendees were introduced to Arduino and taught the basics of coding in a number of hands-on workshops.

Coding for intermediates: this training session helped people take things to the next level and encouraged attendees to implement the use of libraries of code to build on what had been previously learned.

Hackathon: A hackathon with a difference. Teams of four people (two coders and two complete novices) took part in this competition over two days. They were challenged to design, build and programme a robot using supplied identical kit of parts.

SpacePortX Hub, Manchester

Acted as a focal point bringing it's community members together in an innovative and exciting way.

MadLab teamed up with the CodeUp Manchester, Response Tap, and the creators of CodeBug to provide five amazing workshops.

- Introductory tour of programming basics.
- Learn how to make a one-page website.
- Create an App using Ruby or Java.
- Build your own website.
- Get started with programming with the Raspberry Pi.

There were also talks from digital professionals for example SpacePort X hosted McrFRED, focusing on life as a freelance front-end developer.

The Digital Greenhouse, Guernsey

Over 100 people attended events at the Digital Greenhouse to celebrate National Coding Week including:

- Cake and Code sessions aimed at parents and grandparents run by Barclays.
- Online Safety talks by the Hub and Digital Ace.
- Guernsey's first Women in Tech meetup.
- Lunch & Code session on 3D graphics.

Welsh Ice, Caerphilly

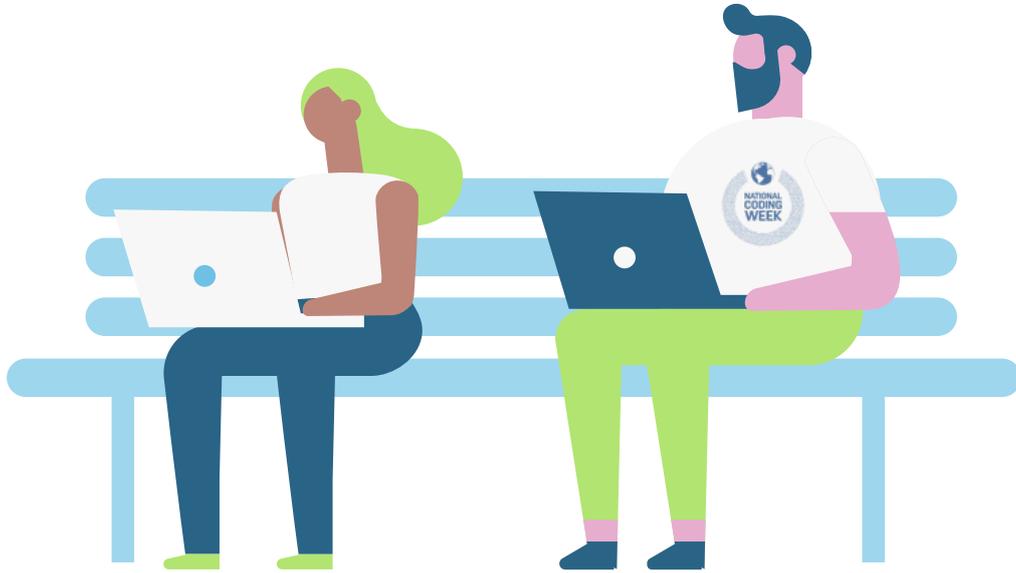
Offered a week of daily coding courses The sessions were an introduction to coding using HTML and CSS. Delegates were encouraged to bring their own laptops for an interactive hands-on session.

Global Diversity Positive Action (GDPA), Huddersfield

GDPA is a registered charity committed to empowering, rehabilitating and supporting the community. For National Coding Week they 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.

Rookie Oven, Glasgow

As part of National Coding Week mobile development company Add Jam ran an "Introduction to mobile development" workshop. The workshop introduced attendees to the tools used to create mobile apps and showed them how to get started on the road to mobile development for iPhones.



**GOOD LUCK! FROM
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