

# Checklist for Challenge Owners

As Challenge Owners, use the checklist below to stay organised and prepared for all the events and phases of the Challenge.

## Getting Started

- Check your suitability to run a D3 Challenge
- Get any relevant approvals from your Manager / Director
- Establish a budget and ensure funds are available, e.g. logistics, facilitators, awards etc
- Form a project team, define roles and responsibilities
- Establish a Project Plan
- Establish your Challenge events schedule
- Review and share all Challenge resources with the project team
- Select an online ticketing platform to manage event registrations, e.g. EventBrite
- Select digital tools for project team collaboration, if required, e.g. Basecamp, Trello, Slack

## Design Brief Session

- Select a facilitator
- Define your invite list
- Select and book a venue
- Create an agenda
- Create a run sheet (optional)
- Create a slide deck for the facilitator / presenters
- Organise catering
- Send out email invites with a pre-event brief
- Organise whiteboards and notepaper to capture outputs from discussions
- Review General Venue Setup Checklist
- Summarise outcomes to inform the Design Brief using the Problem Statement template
- Send a post-event email with the session outcomes



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## Promoting your Challenge

- Prepare a Communications Plan
- Nominate a team member to lead promotional activities
- Set up the Challenge website
- Write media releases for the Challenge launch (if required)
- Promote the challenge on Social Media
- Set up a shared folder to collect images for communications
- Engage external assistance from photographers or videographers, as needed

## Information Session

- Select and book a venue
- Find and select Speakers
- Design and publish the event registration form, through an online ticketing platform
- Set up a website page with your Challenge information, event information and registration form
- Create an agenda
- Create a run sheet (optional)
- Create a slide deck for the presenters
- Organise catering, check for dietary requirements
- Send a pre-event email
- Promote and market the session through social media channels & networks
- Review General Venue Setup Checklist
- Send a post-event email promoting competitor registrations for the Challenge

## Day 1 and Day 2 Workshops

- Select and book facilitators and presenters
- Select and book a venue
- Define the program schedule for Day 1 and Day 2
- Publish programs and resources on the challenge website
- Create a run sheet (optional)
- Create a slide deck for the facilitators / presenters



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- Select and engage Mentors and Life Experts for the workshops
- Confirm Mentor / Life Expert availability for workshops
- Prepare Mentor bios for display at the Day 2 workshop
- Prepare Judges bios for display at the Day 2 workshop
- Organise catering and check for dietary requirements
- Send reminders with instructions in advance to Presenters, Life Experts, Mentors and competitors
- Organise thank you gifts for Life Experts / Mentors
- Review General Venue Setup Checklist
- Send a post-event email with instructions for Pitch Night

## Pitch Night

- Select and book a venue with a private space for the Judges to deliberate in
- Identify an MC for the night
- Create a run sheet
- Determine guest list including VIPs
- Organise filming of pitches (optional)
- Designate a Project Member to work with Judges and write a judges panel report
- Provide judging pack and pitch scoring templates to Judges prior to the event
- Send invite emails to key stakeholders (e.g. Mentors, Life Experts, etc.)
- Organise catering
- Send a reminder with final instructions to competitors before Pitch Night
- Review General Venue Setup Checklist
- Organise competitors' slide deck presentations
- Organise light entertainment / presentation on challenge topic during the deliberation time (optional)
- Thank you gifts for Judges
- Send post-event thankyou and announcement of winners email



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## Closing your D3 Challenge

- Organise agreement paperwork and seed fund payments
- Seek feedback from participants
- Winning competitors briefed on next stage

## Validating the business concept

- Organise mentors and business/co-design coaching for winning competitors (optional)
- Set up regular meetings with competitors to track development progress
- Set up presentation at the end of the determined period
- Confirm date and time with competitors
- Send invites to attendees

## General Venue Setup

- Location suitability and ambiance (consider different venues depending on the Challenge topic)
- Bathroom access and availability
- Disability and accessibility requirements – wheelchair access, disability toilets etc.
- Set up and equipment – tables and chairs, whiteboards, etc.
- Name tags for attendees
- Projector and Laptop connectors
- Power boards and extension cables
- Wi-Fi access (desirable for Day 1 and Day 2 Workshops)
- AV system – speakers and microphones
- Catering serving area
- Rubbish bins
- Photography and video
- Room signage – including signage to direct attendees to the room

For more information, resources and downloadable templates, visit the website at

<http://www.digital.sa.gov.au/d3>

