

<HER HACKATHON>



Communication Package

Thank you for communicating our event through your network! With the support of your individual communication, we can give this diversity and inclusion-focused hackathon the attention it deserves.

To communicate HerHackathon 2023 consistently across all communication channels, we kindly ask you to follow the event identity. You are welcome to use any assets you find in your communication package to promote and communicate the event. If you need any other content pieces, please contact us and we will tailor the content for you.



The official hashtags of HerHackathon 2023 are:

#herhackathon #hacklikeawoman #forwomenbywomen

Please tag us in all HerHackathon communications with:

@TheHackathonCompany for LinkedIn & Facebook
@the.hackathon.company for Instagram

You can find our social media channels linked here:

LinkedIn: <https://www.linkedin.com/company/the-hackathon-company-gmbh/>

Instagram: <https://www.instagram.com/the.hackathon.company/>

Facebook: <https://www.facebook.com/TheHackathonCompany/>

Important note: Please always use the official hashtags as well as the tags of The Hackathon Company's channels in all communications.

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We have prepared a template with the most important information about the event, which you can share with your network. Of course, feel free to write your own texts that fit your organization's wording or individual communication style.

Template Text:

#HerHackathon 2023 - an on-site hackathon for women by women powered by @The Hackathon Company.

We are living in an exciting era of digital transformation and technological advancement! Data-driven solutions are playing an increasingly important role in both our professional and personal lives. Today's innovators are continuously striving to optimize existing systems, processes, and structures to enhance our experiences and make our lives easier. While it's true that deep-seated socio-economic conditions have led to male characteristics dominating the field, we believe that the industry is more diverse!

With the inclusion-focused hackathon "HerHackathon", The Hackathon Company embraces diversity and aims to provide a space for women and those who identify as such. The goal is to counteract gender bias in the development of digital solutions, to promote the inclusion of the female perspective and, to achieve more gender diversity and equal opportunities in all industries in the long run. We are happy to announce that we are cooperating with The Hackathon Company to celebrate all incredible female innovators.

So, what is HerHackathon about?

250+ international female digital natives from IT development, business, design, and many other domains will come together in the Castle of Mannheim at HerHackathon from July 7 - 9th, 2023 to solve various challenges from leading companies! The female digital pioneers will team up to find creative and innovative solutions to critical challenges - within 48 hours. The best solutions will be awarded prizes from a pool of 10.000 Euros. Participation is free and there will be great additional perks. The application phase starts on April 24th, and we would love to have you being part of this amazing event!

Apply now as a talent via <https://thc-form.typeform.com/herhack23>

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