

Academic Integrity Hackathon

Let's change the conversation about education

Two-day communications hackathon | Yerevan | 8-9 July 2017

Agenda

Day I | Saturday 8 July

- Participants are given practical knowledge on national and international best practices in communication of anti-corruption reforms in creative ways
- Diverse groups of professionals are formed (students, illustrators, political experts) to collaborate on a joint project throughout the weekend
- Clear guidelines for the creative assignment are provided by the Apella Institute

09:30 – 10:00	Arrival of participants & coffee
10:00 – 10:15	Welcome & introductions Ani Baboosian , Program & Events Manager, Impact Hub Yerevan Armen Mazmanyán , Director, Apella Institute
10:15 – 10:30	Why academic integrity matters. Key conclusions from CoE/EU project Liana Amirbekyan , Senior Project Officer, Council of Europe Office in Yerevan
10:30 – 12:00	Campaigns that cha(lle)nge public perception <i>about campaigns that change and challenge public opinion, bring social issues into discussion and encourage people to get engaged</i> Tevan Poghosyan , Head of International Centre for Human Development, trainer & coach
12:00 – 13:15	Planning a public awareness campaign, viral campaigns & the power of visuals <i>planning campaigns that work, creating 'ice bucket challenges' or 'freeze' movements and using videos as a tool to spread social message, & about visualizing content & ways to do it</i> Nvard Melkonyan , Co-Founder and Chairwoman of the Board, SPRING PR
13:15 – 14:00	Lunch
14:00 – 14:45	Pitching ideas & team forming
14:45 – 15:00	Presentation of mentors & practical instructions for team work Victoria Aydinyan , Apella Institute
15:00	Teamwork begins
16:30	Mentors go around
17:30 – 17:45	5 tips for pitching your idea Victoria Aydinyan , Apella Institute
17:45	Teamwork continues
19:00	Dinner
20:00	Closing time

Day II | Sunday 9 July

- A jury comprised of professionals evaluates the projects.
- The teams are given feedback by experts and jury.
- 3-4 winning projects are announced and will be further supported by the Apella Institute.

09:30 – 10:00	Arrival of participants & coffee
09:30	Teamwork continues
11:00	Mentors go around (last-minute tips)
12:00 – 13:30	Teamwork continues (final preparations for pitching)
13:30 – 14:30	Lunch
14:30 – 15:00	Final preparations for pitching
15:00 – 16:00	Pitching of projects
16:00 – 16:30	Jury deciding
16:30 - 17:00	Winners announcement, speeches & photos
17:00 - 18:00	Cocktail & networking

The hackathon is organised by the Apella Institute for Policy Analysis and Dialogue in partnership with Impact Hub Yerevan in the framework of the project “Empowering the next generation – leveraging dialogue on academic integrity in Armenia”. The project is supported by the Council of Europe Office in Yerevan.

Partnership for Good Governance

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