



APPENDICES: Resources & Supporting Assets

The Appendices in this section provide useful information and resources that are broadly applicable no matter what type of activity a company may choose to scale or develop from scratch. Specifically, the following resources are provided:

- Appendix A: Resources from the EU Code Week Website
- Appendix B: Relevant Stakeholders for Potential Partnerships
- Appendix C: General Guidelines & Templates for Communicating Your Involvement/Activities in EU Code Week
- Appendix D: General Event Organization Guidelines

Appendix A: Resources from the EU Code Week Website

You don't know where to start with EU Code Week? No worries! The EU Code Week website has a variety of assets that you can use for the launch or promotion of your CSR activities.

1	Check this comprehensive guide on the official website that includes ways to organize a new activity, promotional material and necessary toolkits to make the most of it.
2	<p>Learning materials: EU Code Week resources page and learning bits with video tutorials and lesson plans - adjust them to your needs.</p> <ul style="list-style-type: none"> • Check out a variety of tutorials and trainings. • EU Code Week official leaflet. (English) • Find out the National Hub, Ambassadors, Leading Teachers. • EU Code Week official Partners
3	EU Code Week Communication toolkit : at this guide, you can find the brand assets for your activities logos, badge, flyer, poster, PowerPoint and Word templates, examples of social media posts, and illustrations (English).
4	Careers in Digital is part of EU Code Week targeting 15–18-year-olds and educators to explore exciting and varied digital careers. You can get inspired for the content of your activity by downloading the Career Day Toolkit or by discovering role models that you could invite, interesting career pathways to share with young people and of course, the Careers in Digital Guide .
5	Find useful guidelines , tools and tips on how to organize a gender-equality event or “ Girls in Digital ” activities and the necessary social-media kit .
6	Teachers' toolkit (share useful material when you collaborate with schools): find here the official EU Code Week logos, badge, template of certificate of participation for students , an introductory presentation about EU Code Week, and social media material. (English)
7	A key resource is also the Digital Skills & Jobs Platform : Brings together private and public stakeholders to tackle the lack of digital skills. Find trends, initiatives, policies or other measures that the EU promotes, national action plans or digital strategies , funding opportunities to support your projects, resources with various case studies and methodologies, good practices , pledges for digital skills submitted by the members (submit yours too and demonstrate your role), research section with publications – academic studies, reports and data on digital transition or learning paths with guided pathways learning content.

Appendix B: Relevant Stakeholders for Potential Partnerships

No matter what activity or event you choose to run, there are different stakeholders involved, and different roles that each one plays.

Stakeholders List & Responsibilities

Below, you will find a general “**Stakeholders List & Responsibilities**” with different types of stakeholders and the typical roles that they usually undertake. You will also find suggested ways that you can use to reach out to them.

Stakeholder	Role/Responsibility	Suggested Ways of Communication
Schools – Educators	Recruit student participants	Pre-event briefing email
Mentors (Tech Experts)	Lead hands-on workshops or other activities	Mentor onboarding + session agenda
Volunteers	Support logistics, registration, student guidance	Volunteer role guide + shift assignments
Corporate Partners	Sponsor booths, provide demo tech or participate as speakers	Briefing email, Partnership welcome kit + social media co-promotion plan
Local Government or Municipality	Event endorsement, space facilitation, outreach	Official invitation + event outline for civic leaders
Media/Content Creators	Cover the event, share behind-the-scenes content	Media kit + VIP access badge
National Hub (see below)	Intermediary to bring you in touch with schools and give visibility to your activity via National Hub official channels	Briefing email

List of EU Code Week National/Regional Hubs

The EU Code Week National/Regional Hubs are key partners in each country/region that can offer support and visibility for your activity or event. Below you will find a list with the main contact points for each one.

National / Regional Hub	Hub Management Organization	Main Contact Name	Main Contact Email
Belgium, Netherlands	Digitale Wolven	Cindy Smits	cindy@digitalewolven.be
Bulgaria	Dzhuniar Achiyvmant Balgariya (JA Bulgaria)	Yasen Marinov	yasen.marinov@jabulgaria.org
Croatia, Slovenia	Profil Klett	Gordana Benat	gordana.benat@profil-klett.hr
Cyprus	CY.R.I.C Cyprus Research and Innovation Center Ltd	Sofia Tosounova	s.tosounova@cyric.eu
Denmark, Finland, Iceland, Norway, Sweden	European Center for Women and Technology - ECWT	Eva Fabry	eva@ecwt.org dimitris@ecwt.eu
France	Simplon.co	Lucie Jagu	ljagu.ext@simplon.co
Germany, Austria, Liechtenstein, Switzerland	Science on Stage Deutschland e.V. (Science on Stage)	Daniela Neumann	d.neumann@science-on-stage.de
Greece	CityLab IKE	Sophia Drakaki	sdrakaki@citylab.gr
Ireland	Microsoft Ireland Research Ltd (Microsoft)	Deborah Hayes	deborahh@terawe.com

Italy	Fondazione LINKS - Leading Innovation and Knowledge for Society	Veronica Ruberti	veronica.ruberti@linksfoundation.com
Latvia, Lithuania	Latvian Information and Communication Technology Association (LIKTA)	Māra Jākobsone	Mara.J@dtmedia.lv mara@likta.lv
Luxembourg	WIDE ANDCO	Aqsa Zari	aqsa@wide.lu
Malta	eSkills Malta Foundation (eSkills Malta)	Carmel Cachia	carmel.b.cachia@gov.mt
Poland	Fundacja Koalicji na rzecz Polskich Innowacji (Foundation of Coalition for Polish Innovations - KPI)	Marta Karnkowska	marta@koalicjainnowacji.pl
Romania, Moldova	University Politehnica of Bucharest (UPB)	Flavia Oprea	flavia.oprea@upb.ro
Slovak Republic, Czech Republic	Narodna Koalicia pre Digitalne Zrucnosti a Povolania Slovenskej Republiky	Lenka Krištofičová	kristoficova@digitalnakoalicia.sk
Spain, Portugal	Fundacion Junior Achievement Espana (JA Spain)	Paula Porta	paula.porta@fundacionjaes.org
Türkiye	Genc Basari Egitim Vakfi (JA Türkiye)	Zafer Işıldaklı	zafer.isildakli@gencbasari.org
Ukraine	NGO Junior Achievement Ukraine (JA Ukraine)	Nataliia Honcharova	natalia.honcharova@ja-ukraine.org

Potential Stakeholders at EU level

If you are seeking for partners with EU-level footprint and networks that can support you in organizing your activity, some suggestions are offered below.

Type of organization	Organization Name	Website
EU Initiative/Project	Lean In Network	https://www.leaninnetwork.org
EU Initiative/Project	European Digital Innovation Hubs	https://european-digital-innovation-hubs.ec.europa.eu/edih-catalogue
Global all-in-one platform to empower women in the tech industry with chapters in 54 countries, 6 continents	Women in Tech	https://women-in-tech.org/
EU Initiative/Project	Lean In Network	https://www.leaninnetwork.org
EU Initiative/Project	Girls Who Code	https://girlswhocode.com/
EU Initiative/Project	Girls Go Circular	https://eit-girlsgocircular.eu/
EU Initiative/Project	Together for STEM – CSR Europe	https://www.csreurope.org/together-stem
UK-based collaborative initiative founded by PwC UK in 2018 to support women and girls pursuing technology career (consisted now to 200+ organizations)	TechSheCan	https://techshecan.org/about-us
Educational Service Providing Extracurricular Activities: After-school programs, summer camps, arts and sports organizations	The ClubHouse Network	https://theclubhousenetwork.org/

EU Initiative/Project	European EdTech Alliance	https://www.edtecheurope.org/
EU Initiative/Project	European Cluster Collaboration Platform	https://www.clustercollaboration.eu/
EU Initiative/Project	EU STEM Coalition	https://stemcoalition.eu/best-practices/
EU Initiative/Project	Europeana	https://www.europeana.eu
EU Initiative/Project	Lifelong Learning Platform	https://lllplatform.eu/
EU Initiative/Project	European Schoolnet	http://www.eun.org/
EU Initiative/Project	Scientix (leading science education community in Europe)	https://www.scientix.eu/about/what-is-scientix

Appendix C: General Guidelines & Templates for Communicating Your Involvement/Activities in EU Code Week

As already explained in earlier sections of this toolkit, the NUMBER ONE way of ensuring that your activity or event gets visibility is to **register it on the [EU Code Week Map of activities](#)** (click 'Register Activity'). By registering your activity (whenever it suits - before, during or after) and including key details such as a brief description, any photos or reports, participant feedback, etc., your activity gets seen by the National/Regional Hub (see Appendix B) and the EU Code Week Management team and gets published on the EU Code Week website, which is visited by thousands of people. By investing **just 5 minutes** to **share your initiatives**, you maximize visibility for your organization as an active organization making a lasting impact in reducing the digital skills gap, you inspire others and contribute to a growing community of changemakers!

Beyond this, there are other ways for you to enhance visibility for your involvement in EU Code Week and for any activities or events you organize, either alone or in partnership with other stakeholders:

- First, don't forget to check out the **sections 'Communication Templates' in each category** of the toolkit, for editable templates that specifically apply to that category.
- Second, in this Appendix, you will find **general guidelines** to help you to communicate your activities as part of EU Code Week, as well as a **variety of communication templates** that are broadly applicable to different types of activities and events, and which you can adjust as you see fit.

Guidelines for the editable communication templates provided on Canva

In each category presented in the main content of the toolkit, there are sections titled 'Communication Templates', where you can access editable templates that specifically apply to that category. These templates have been created on Canva, for easy adaptation. To make editing easier for you, follow the below steps:

1. **Make a Copy of the Design:** Before editing, create your own version by selecting "File" > "Make a Copy" in Canva. This ensures the original remains unchanged and gives you a safe space to personalize the design.
2. **Export Your Custom Design:** After you've made your changes, ensure to export your graphics in the correct format for each platform:
 - Instagram, Facebook, LinkedIn, and Twitter posts: Export as PNG or JPEG.
 - Instagram Stories: Use the 1080x1920px template and export as PNG or JPEG.
 - Use platform-specific templates for optimal display (square formats for Instagram, vertical for Stories).

General guidelines for scheduling, posting, and boosting reach and engagement

1. **For each of your activities, plan a posting schedule that includes:**

- Promotional posts before or during EU Code Week
- Active posting before or during your event
- Follow-up content afterwards

To **schedule** posts, you can use tools like [AgoraPulse](#), a social media management tool that offers scheduling, monitoring and reporting features.

2. Boosting Reach and Engagement:

- Don't forget to Tag **@EUCodeWeek** and use hashtags: **#EUCodeWeek** and **#FutureReadyCSR** in your social media posts.
 - LinkedIn: Tag @EU Code Week
 - Twitter/X: Tag @CodeWeekEU
 - Instagram: Tag @codeweekeu
 - Facebook: Tag @EUCodeWeek
- Don't forget also to use other official, **relevant-to-your-activity hashtags**, such as: #CodingForAll, #STEMEducation #DigitalSkills, #FutureofWork, #YouthEmpowerment, #TechCareers, #DiversityinTech, #DigitalInnovation, #EdTech, #GirlsinDigital, #WomeninTech, #CareersinDigital
- Share your content with local partners**, tag them, encourage them to reshare, extend visibility.
- Don't forget to **stay engaged** with your audience by replying to comments, addressing questions, and resharing any content they create related to your event and EU Code Week.
- In all the material you send out (e.g., invites, blog posts, or other content you share with others), don't forget to share that **you are proudly supporting EU Code Week** and mention key information about this initiative. See an example that you can use, below:

*This event/activity/workshop, is part of EU Code Week which is an EU initiative aiming to inspire more **young people to follow digital careers** and be the next innovators!*

With 2030 rapidly approaching and the digital decade target of 20 million ICT professionals in Europe still far out of reach, we intend to contribute to reaching this goal, by vastly increasing the number of young people who develop their skills by participating in activities/programs like ours, (mention your initiative)! Join Us!

Event Content Calendar Template

Date	Target Audience	Content/Message	Channel	Owner
[6–8 weeks before]	Schools & Educators	Save-the-Date invitation + event overview	Email, School Network Bulletin	CSR Manager
[6–8 weeks before]	Internal Volunteers & Mentors	Volunteers meeting	Internal Email, Slack/Teams	Volunteer Coordinator
[5-6 weeks before]	Students & Parents	Registration opens announcement	School Newsletter, Instagram, Facebook	School Liaison Officer
[5 weeks before]	Sponsors & Partners	Partner toolkit (branding, booth setup info)	Email, Partner Portal	Partnerships Manager
[4-5 weeks before]	Local Media	Press release announcing event + call for coverage	Email to Press List	PR Manager
[4 weeks before]	Public/Community	Social media countdown begins: "1 Month to Go!"	Facebook, Instagram, LinkedIn	Marketing Team
[2 weeks before]	Teachers & Schools	Reminder email + participant checklist	Email	School Liaison Officer

Social Media Content Calendar Template

Timeline	Platform	Content Type	Examples/Ideas
4 Weeks Before	LinkedIn, Instagram, Facebook	Save-the-Date Teaser	"STEM Fair is coming! 🚀 Save the date – [Date] – Hands-on STEM experiences for all ages!"
3 Weeks Before	Twitter, LinkedIn	Partner/Sponsor Shoutout	"Excited to welcome [Partner Name] as a key STEM Fair sponsor!"
2 Weeks Before	Instagram, Facebook	Behind-the-Scenes Photos	"Meet the mentors and volunteers prepping for STEM Fair magic!"
1 Week Before	Instagram Reels, TikTok	Speaker/Activity Preview (video snippet)	"Want to build a robot or explore space tech? Here's what to expect..."
2 Days Before	LinkedIn, Twitter	Call-to-Action Post	"📅 Last chance to register for the most exciting STEM event of the year!"
Event Day(s)	Instagram Stories, Twitter	Live Updates & Stories	"Happening now: kids coding their first app at the #STEMFair!"
Event Day(s)	Facebook Live, LinkedIn	Stream Keynote or Panel Live	"Watch our panel on 'AI for Good' live from the STEM Fair stage!"
1 Day After	Instagram Carousel	Photo Highlights	"A look back at the smiles, sparks, and robots at #STEMFair!"
3 Days After	LinkedIn, Twitter	Impact Thank-You Post	"Thanks to our amazing mentors, volunteers, and 500+ attendees for making it unforgettable!"
1 Week After	Company Blog, LinkedIn	Post-Event Summary Report/Blog	"Here's what we learned (and loved) from STEM Fair [date]"

Appendix D: General Event Organization Guidelines

If you wish to organize or co-organize any event related to digital/STEM and ICT skills development as part of your CSR activities with EU Code Week, you may find the below guidelines useful. The below guidelines apply to any type of event (e.g. half/one-day event or longer), and their purpose is that of a **mini rulebook**, that is, to get you best prepared for the basic and required actions, before, during, or after the event.

Generic Pre-Event Checklist

Step 1: Define your objectives, align them with goals and make them measurable	<input type="checkbox"/> Set the purpose of your initiative and this will guide you to the required actions. Each objective should be followed by specific KPIs, since this will help you in making your activity more successful. For instance, is your goal to enhance your organization's social impact in the local/global community? Foster innovation and future talent development? Or align your business strategy with sustainable development goals?
Step 2: Choose your audience	<input type="checkbox"/> As part of EU Code Week , you can target any or all the below target audiences, depending on your goals and type of initiative/activity: <ul style="list-style-type: none"> • Teachers • Parents • Pre-Primary-High School students aged 13-17, looking for ways to build their confidence, expand their overall skillset to feel more prepared and hands-on experience in order to understand how digital skills/STEM concepts are applied in actual careers so they can envision their future paths. Of course, through various activities, students of this age need to have fun, while socializing and creating future professional connections. • University students aged 18+ seeking to develop more advanced skills, networking opportunities and in-depth industry insights • Early-career professionals looking to transition in digital fields.
Step 3: Define Team Roles	<input type="checkbox"/> Define who should be involved from your company, your internal or external partners or school's staff. Depending on the activity/ event, you may need people that will facilitate/coordinate specific actions, be speakers/mentors/judges or partner with an external agency to support you overall. It all depends on the format, the budget and timeframe.
Step 4: Planning event logistics	<input type="checkbox"/> Format & Equipment: Choose whether your event will be in-person, hybrid or virtual, and ensure accordingly that you are equipped with all necessary equipment. <input type="checkbox"/> Location: A venue should have projectors, computer/tablets (or more if it's needed for your activity), internet, speakers or more. If the event is hybrid, you need to ensure that in-person and remote participants will have the same experience. In the case of an online/hybrid event, you need to test internet speed, camera quality and audio. <input type="checkbox"/> Capacity: The venue should have enough space and be easy to move between rooms or central stages, so the participants can network smoothly. The same applies to virtual events, where you have to ensure that you can support the number of attendees that have registered.

- ❑ **Time & Date:** You could consider making an activity or event, in days that avoid conflicts with holidays, exams or other local events. It would be a great opportunity for you to organize something before/close to the EU Code Week, for extra visibility.
- ❑ **Duration:** It depends on the type of activity/event. We provide you in the next section with a suggested timeline per category.
- ❑ **Agenda:** For bigger events like hackathons/bootcamps/STEM fairs, you should consider a welcome message and closing with takeaways, keynote speakers or participants in panels, activities for workshops, networking time or games.

Step 5: Budget estimation

Take into consideration the following **budget** categories, as applicable:

- ❑ **Venue/Platform:** If hosting in-person, account for venue rental, equipment, and setup costs. For virtual or hybrid events, include platform subscription fees and technical support.
- ❑ **Materials:** Allocate funds for promotional materials (flyers, banners, etc.), event kits (e.g., bags, printed handouts), and supplies for workshops.
- ❑ **Refreshments:** Budget for food and beverages if providing catering for in-person events or for virtual event gifts.
- ❑ **Speakers/Facilitators:** Include stipends for speakers, panellists, facilitators.
- ❑ **Non-financial contributions:** Look for **contributions** like tech equipment from partners who can provide value without requiring financial compensation. Consider **collaborating with partners that you already collaborate** with like other tech firms, local businesses or universities who may offer services like catering, venue space, technology or other, in exchange for visibility/recognition at the event.

Step 6: Registering your event

- ❑ **Register your event** at the [EU Code Week Map of Activities](#).

Step 7: Promoting your event

- ❑ Use the editable **communications templates** that you will find in every suggested category. When necessary, design branding (logos, flyers, banners) and ensure it resonates with your target audience.
- ❑ Utilize **multi-channel promotion** through social media, internal communication, other stakeholders' networks that you're collaborating with, media partners or in relevant EU platforms (e.g. Digital Skills Jobs Platform)
- ❑ Via your **newsletter** or other channels like a targeted **email campaign** via [Mailchimp](#) to invite schools, NGOs or other relevant organizations.
- ❑ Reach out to radio stations and online entrepreneurship/CSR magazines – [Entrepreneur](#), [Recursive](#), [CSR Universe](#), or [CSR Wire](#) to feature your activity and increase participation as well.
- ❑ Identify **key influencers** in the **STEM-CSR field** like educators or tech professionals to collaborate with them for a common goal.
- ❑ Share during or after your event, **behind-the-scenes moments** via short videos or carousel-like photos to increase interest and visibility.

- ☐ Don't forget to Tag [@EUCodeWeek](#) and use hashtags: [#EUCodeWeek](#) and [#FutureReadyCSR](#) in your social media posts.
 - LinkedIn: Tag @EU Code Week
 - Twitter/X: Tag @CodeWeekEU
 - Instagram: Tag @codeweekeu
 - Facebook: Tag @EUCodeWeek

Generic Post-Event Checklist

Step 1: Collect actionable feedback from stakeholders

- ☐ To **evaluate the effectiveness and impact** of your STEM activity, create **simple forms** (depending on the event and purpose) to gather feedback from Participants (students/youth), Speakers, mentors, and volunteers, Internal team members & delivery partners. Use [Microsoft Forms](#), [Google Forms](#), or [Typeform](#) for easy data collection.
- ☐ Include a mix of **multiple-choice and open-ended questions** focused on content quality, logistics, engagement, and perceived value.
- ☐ Boost **completion rates** by offering **digital certificates, post-event highlights or even valuable resources** as a thank-you.

Step 2: Send personalized thank-you messages

- ☐ Acknowledge the contributions of everyone involved and prepare early, **branded email templates** (create them easily via online design tool, like [Canva](#)), to save time and send tailored **thank-you emails** to:
 - Speakers and mentors
 - Corporate or community partners
 - Volunteers and organizing team members
 - Participants (winners or active contributors)
- ☐ Where appropriate, include photos, reels, or quotes from partners or engaged participants.
- ☐ Share social media posts showcasing key moments by tagging contributors.

Step 3: Create & share a professional impact summary report

- ☐ Summarize outcomes with numbers and brief text, in a concise, **visual report** that supports **internal learning, stakeholder transparency, and CSR reporting**.
- ☐ Include **total attendance and demographic insights**, key **learning outcomes** or **challenges** tackled, **feedback highlights** from different stakeholder groups, quotes, media, or success stories
- ☐ Share the **report internally** via email/Microsoft Teams channel/corporate newsletter, as well as with your external ecosystem or media partners.
- ☐ Use **visual formats** like PDFs or Slide Decks for presentation-ready updates.

Step 4: Register and promote the event publicly

- ☐ If you haven't yet **registered your event** on the [EU Code Week Map of Activities](#), you can still do so!
- ☐ After registering the activity and receiving the necessary feedback from the participants, you may create a **post-event summary report**, including attendance statistics, feedback highlights, and lessons learned. Then, share the report internally with your team/other departments, your partners and of course with the Code Week team at info@codeweek.eu for post-event promotion in the official EU Code Week channels!

Step 5: Provide engagement and learning opportunities

- ❑ Keep the momentum going by offering **follow-up content** and building a community around your initiative. Share **resources** like:
 - Session recordings
 - Presentation decks from speakers
 - Links to further learning (e.g., online coding platforms, free courses, anything shared during the event and is relevant to the audience)
 - Upcoming programs, internships, or scholarships
- ❑ Invite **participants** to join:
 - A mailing list or newsletter with your key programs/activities
 - A social media group (LinkedIn, Discord, WhatsApp) for continued networking

★ Bonus Tips for organizing and running a sustainable event

- Sustainable event planning can be viewed as a way to advance the UN Sustainable Development Goals (SDGs). A [sustainable event](#) is one designed, organized, and implemented in a way that minimizes potential negative impacts and leaves a beneficial legacy for the host community and all involved.
- It's crucial to consider not just the event itself but also the **logistics** involved in transporting attendees and materials to and from the venue. While physical events have a greater environmental footprint, it's essential to acknowledge that fully virtual events can also carry environmental impacts.
- As an event organizer, incorporating **sustainability** into your planning not only helps minimize negative environmental impacts, but also enables you to drive meaningful change. Given the broad range of stakeholders involved, sustainable practices can enhance your event's positive legacy, inspiring participants and partners alike to adopt more sustainable behaviours in their operations.
- Make sure to get inspired by successful cases that integrate Sustainable Development Goals into STEM lessons and activities, such as [Science on Stage](#), or the [SALL project – Schools As Living Labs](#), which introduces a new sustainable framework for open schools' activities linked to science learning.
- Consider these **key sustainable components** (adapted from [Events Council, Sustainability Pledge](#)):
 - **Environmental Practices:** Conservation of resources, including water, energy and natural resources, waste management, carbon emissions reduction and management, supply chain management and responsible purchasing, biodiversity preservation.
 - **Social Practices:** Universal human rights, community impacts, labour practices, respect for culture, safety and security, health and well-being.
 - **Economic Practices:** Collaboration and partnerships, local support – including SMEs, equitable economic impact, transparency, responsible governance.
- Sustainable event ideas that can make your event shine:
 - Eco-Friendly venue in a centralized location
 - Concerning online registration setup, you can use tools like [Meetup](#) or [Eventbrite](#)
 - For a virtual event, choose a combination of platforms like [Microsoft Teams](#) or [Cisco Webex](#).
 - Eco-friendly or creative and interactive digital invitations, via: [Evite](#), [Greenvelope](#) or [Canva](#).

- Green transportation: Minimize carbon footprint but also add a community-centric approach by collaborating with a local transit agency or offer small discounts for attendees.
- Digital check-ins by offering QR codes and e-tickets to be scanned easily
- Add sustainable food and beverages, like plant-based options
- Eco-friendly event kits(e.g. bags, notepads, refillable water bottles).
- Recyclable event badges to reduce environmental footprint.

Generic Pre-Event Survey

Question	Type
1. What is your current education level? (Primary / Secondary / University / Vocational / Other)	Multiple Choice
2. How would you rate your current interest in STEM fields (science, technology, engineering, mathematics or Digital Skills-if the event is related)? (Scale 1–5)	Rating Scale (e.g. 1 for not interested and 5 extremely interested)
3. Have you ever participated in a STEM event, workshop, or competition before?	Yes/No
4. Which areas are you most excited to explore during the event? (e.g., Robotics, AI, Coding, Smart & Sustainable Cities, Environment, HealthTech, SpaceTech)	Multiple Choice (Select all that apply)
5. What are you hoping to gain from participating in the event? (Knowledge, Career Inspiration, Hands-on Skills, Networking, Fun or other)	Multiple Choice
6. How did you hear about the event? (School/Uni, Social Media, Friend, Parents, Website, Other)	Multiple Choice
7. Would you be interested in receiving information about future events or opportunities?	Yes/No

Generic Post-Event Feedback Form

Question	Type
1. How would you rate your overall experience at this event?	Rating Scale (Scale 1–5)
2. Which session/workshop/activity was your favorite and why?	Open text
3. How confident do you now feel about pursuing STEM subjects/tech careers compared to before?	Rating Scale (e.g. 1 for not at all confident and 5 extremely confident)
4. Did the event meet your expectations on what you hoped to gain?	Yes/No (Optional: Add open text follow-up)
5. What new skills or knowledge did you gain during the event?	Open Text / Multiple choice with 10-20 main categories of digital skills
6. How satisfied were you with the mentors/volunteers?	Rating Scale (Scale 1–5)
7. Any additional comments, suggestions, or favorite moments you'd like to share?	Open Text

Post-event Evaluation Metrics

Metric	Description	Measurement Method	Target/Goal	Responsible
Participant Attendance Rate	Number of actual participants vs. registered attendees	Registration system, check-in sheets	85%+ show-up rate	Event Coordinator

Engagement in Workshops	% of participants actively engaging (e.g. asking questions)	Mentor/ Volunteer observation forms	75%+ active participation	Workshop Leads
Feedback Score (Satisfaction)	Average satisfaction rating from post-event surveys (1-5 scale)	Post-event survey (Forms, Typeform)	4.2+/5 average	CSR Manager or other
Social Media Reach & Engagement	Number of impressions, likes, shares, comments during event	Analytics from Instagram, Facebook, LinkedIn	15,000+ impressions across platforms	Marketing Team
Volunteer/Mentor Satisfaction	Volunteer/mentor feedback rating post-event	Volunteer feedback forms	90% positive feedback	Volunteer Coordinator