

CommunicaThon. Debugging Georgia's Politics

Instructions for the participants

Before the CommunicaThon

1. Have a look at our [report on political polarisation](#)
2. Check the location details, come in early on Friday 14 July to Impact Hub (Fabrika, 8 Egnate Ninoshvili Street, Tbilisi 0102) and register at the entrance.
3. Bring in your laptop, tablet, smartphone or other equipment (e.g. a camera) that might be useful. Free wi-fi will be provided at the venue.

What and when am I supposed to pitch?

There will be two pitching sessions during the CommunicaThon:

Idea stage – Saturday 15 July, 14:00 The pitch should last **max 2 min.**

Every participant or each group will have 2 minutes to present their initial ideas of a possible communications campaign they have in mind. We'll collect all ideas and everyone will have a chance to join one of the teams, maximum 6 people in the team. You can vote for the idea immediately during the pitch or at a later stage, when you hear all the ideas. However, one team can have maximum 6 people in, so in case the team is full, please join another team. Teams will work together over the weekend, guided by mentors, trainers and DRI and GYLA staff.

Project stage – Sunday 16 July 16:00: The pitch and presentation of prototypes/samples should last **3 min max.** We will guide you through the process, so there will be a presentation on Saturday night and on Sunday ForSet team will schedule pitching sessions with each of the teams.

Work process

After the teams are formed, they should work on the development of their ideas and communications campaigns and present the final product, as well as some prototypes on Sunday.

How do I form a team?

1. Every team should have minimum 3 people and maximum 6 people and ideally engage people with the following roles:
 - Coordinator
 - PR/Marketing/Communications person
 - Political background
 - Additional: social media manager; designer; journalistOnce the teams are formed, the coordinator of each team should send the following information to the organisers: names of the team members, contact of the team coordinator, short description of the idea (2 sentences) and the name of the team (optional). Please send this information by **20.00 on Saturday** to europe@democracy-reporting.org
2. After the teams are formed, each team will be assisted by mentors, approaching on the rolling basis the teams. Teams can sign up for a waiting list, by approaching Tatsiana, Anastasia or Mariam (don't worry, we will have badges).

How do I submit an outline of the campaign?

Please send your outline/prototype (up to 2 pages of handtyped text + samples/prototypes of communication campaigns) and your pitch by email to europa@democracy-reporting.org by 15:00 on Sunday 9 July. After pitches, jury members will evaluate all projects and announce the winners and we will all celebrate it with a glass of wine.

What are the evaluation criteria?

Evaluation criteria will include:

- **Relevance:** To which extent is the idea addressing the most vital aspects of the topic of the communication?
- **Creativity/Novelty:** Is the idea new or presents an approach that is novel to the problem of political polarisation?
- **Complexity, clarity and detail of the future campaign:** To which degree is the idea developed from a communications/technical viewpoint and shows technical work of the team behind it?
- **Feasibility:** 1) Will the idea work? 2) Is it feasible to develop and implement the campaign in 1-2 months?
- **Cost-efficiency (Value for money):** BIGGEST campaign impact/outreach achieved for the LEAST amount of financial investment.
- **Potential for future work progression:** Are there possible spinoff communication ideas/models that can emerge from the idea (making it sustainable)?

Miscellaneous Information

- Following the presentation of campaign ideas and outlines on Sunday 16 July, 1-3 ideas will be selected as the winning ideas by the jury based on the criteria listed above. DRI, GYLA and its experts will work with the authors of the winning ideas to develop them into launch-ready campaigns.
- Selected ideas need to be further developed so before the start of campaigns; therefore more efforts beyond the finale are required from the selected teams thereafter.

After the CommunicaThon

Teams with the winning projects will further work with mentors to develop their ideas into launch-ready communication campaigns till October 2017. After the campaigns are developed, they will be presented during a workshop in late September 2017 and later launched via DRI's and GYLA's websites, social media platforms and distributed to universities.