

## DIGITAL LEADERSHIP

# SIRIM Hack: How to organize a successful hackathon.

Duration: 3 Days



## PROGRAMME OVERVIEW

This course was designed to introduce the key components of digital transformation so you can understand the drivers and economics of innovation and technological change to create competitive advantage in your own industry. You'll learn the business value of data and how the exponential growth in core technologies such as artificial intelligence and autonomy are impacting the

## OBJECTIVES

Upon completion of this program, the participant will be able to:

- Discover what is hackathon and its benefits.
- Organize a successful SIRIM-like hackathon program in your organization.
- Discover how to report the benefits realized from the hackathon program.

## COURSE OUTLINE

1. What is a hackathon?  
Discover what is a hackathon and its benefits.
2. Introduction to SIRIM Hack  
Understand what SIRIM Hack is, its benefits, the return on investment and the output from this program.
3. Pre-Event: Set-Up  
Learn how to initiate main activities prior to the hackathon event.

4. Pre-Event: Campaign  
Learn how to get the participants, promote the events, and train the participants.
5. Accelerated Learning  
Understand what is accelerated learning in practice and how it helps the learner.
6. Birth of Digital citizen  
Learn how to prepare for the D-Day event.
7. Benefits of Realization  
Learn how to calculate the benefits realized from your hackathon.

## WHO SHOULD ATTEND?

This course is designed for those who are interested in organizing hackathons in their organization. This includes managers and executives from various departments such as IT, Innovation, Operations, and HR.

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