

# Communication – How to become Famous?

## Smart Green Island Makeathon 2024

28.02.2024 – 02.03.2024



**SMART  
GREEN**  
ISLAND

**ITQ**

competence in mechatronics  
software and systems engineering

# Communication

- Before and during the Event

# The Event – 4 Full Days of MAKEATHON

## Smart Green Island Makeathon 2024

- Communication
  - Use our Slack Channel for the whole communication



## SGI MAKEATHON 2024 Slack Channel



JOIN US NOW!

# The Event – 4 Full Days of MAKEATHON

## Smart Green Island Makeathon 2024

- Communication with all Participants, Sponsors and Partners
  - Please join our WhatsApp Group and you will receive Messages/Latest News through this Channel



## SGI MAKEATHON 2024 WhatsApp Group



JOIN US NOW!

# Media Activities Onsite

- Social Media Agency endlosMedia
- Network Community
- team:mt Live-Stream



# Our Social Media Agency

## Smart Green Island Makeathon 2024

- We and our agency endlosMedia will produce Photos & Videos on Site every day
- Creation of 2 Aftermovies (Short/Long Version) for the Final Presentation and Promotion



**Jacob Summa**  
Movie Maker



**Fidel Kazman**  
Photographer



### **PLEASE NOTE:**

**We will produce  
Social Media Content for YOU!  
Feel free to use it on your own  
SOCIAL MEDIA CHANNELS!**



# Special Social Media Support

## Smart Green Island Makeathon 2024

- Onsite Media Support of a Team of 10 Persons of Ansbach University
  - 8 x Students, 2 x Professors
- Create Social Media Content during 4 days for Participants
  - Pictures & Videos
- Social Media Coaching & Communication Support for ALL
  - Participants, Sponsors & Partners
- Team Project Content
  - Teamfotos
  - Prototypes
  - Teamstory



# Network



## Partners onsite of the Smart Green Island Makeathon 2024

- **Richard Clemens, Managing Director of the NuV Association**
  - Association of Food and Packaging Machines
  - Supporter of new Education Approaches
- **Patrick Schwarzkopf, Managing Director VDMA Robotics + Automation**
  - Robotics Specialist
  - Makeathon Communication
- **Hubert Romer, Managing Director of New Automation**
  - Creation of a portal for Sponsorships between Schools and Businesses in the field of Automation Technology





# Social Media – team:mt Live Stream

Powered by team:mt, Marketing Specialist

- Live-Stream of team:mt on Thursday, 29.02.24, 16:00-17:00 (GC Time), CDTIC Location
  - Martina Manich, CEO team:mt, interviews on the Subject of MAKEATHON & EDUCATION 4.0
    - Dr. Stetter, CEO ITQ, and Prof. Dr. Uta M. Feser, President of the Neu-Ulm University of Applied Sciences
    - Topic: How to make STEM sexy, sustainable and extremely productive?
    - Live-Stream at [www.team-mt.de](http://www.team-mt.de), LinkedIn und YouTube
  - Feel free to watch in CDTIC or Stream, Share and Like Online!



**Link: team:stream Nr. 29**



# Social Media Channels



# Social Media

## Communication Channels

- **Be up-to-date** through our **Social Media Channels**
- **Like, share and post** what you are doing to the world!
- Use our **ITQ GmbH Communication Channels**
- Are you already a **Fan or Member of our Social Media World???**
- **Join us! Like us!** And be part of our **SOCIAL MEDIA NETWORK COMMUNITY**

# Social Media



## ITQ GmbH Communication Channels



@facebook.com/ITQGmbH/



@linkedin.com/company/itq-gmbh



@twitter.com/itq\_gmbh



@instagram.com/itqgmbh; smartgreenisland



@youtube.com/user/ITQInfo/



@smartgreenisland

# Social Media



#Hashtags Smart Green Island Makeathon 2024

Please **USE ALWAYS OUR #HASHTAGS** to get most **ATTENTION**:

**#smartgreenisland**

**#makeathon2024**

**#itqgmbh**

**Additionally use:**

**#innovation #dosomething #socialentrepreneurship #engineeringstudent**

Use the Links of our Sponsors and Partners as well!

# Publication Guidelines

## Communication

- **USE ONLY ROYALTY-FREE IMAGES & MUSIC**
- **STATE** any **IMAGE RIGHTS** in your **Presentation or Movies**
- **ALL** Presentations – submitted to ITQ/Sponsors –  
**Need full Author Permission** as will be used in our **Communication!**

# Smart Green Island Makeathon Sponsors



Platinum



Sponsoring Level



Gold



Silver



Bronze



# Universities, Institutions and Vocational Schools







SMART GREEN ISLAND MAKEATHON 2024