STUDENT TECHNOLOGY SHOWCASE
Edtech Advocacy Toolkit

DECEMBER 2019

Purpose of a Student Technology Showcase

A student technology showcase can be a great opportunity for federal, state and local policymakers to see firsthand the power of educational technology to transform classroom instruction. A showcase can be held as a stand-alone event or included as part of a larger conference or event (e.g. school board meetings, professional development events, community events). Use this information as a guide for planning a showcase that is customized for your needs. Refer to the case study developed by the ISTE affiliate MACUL for an example of a successful showcase.

Planning the Showcase

Below is a checklist of items to consider during the planning phase. Identify who in your organization, whether volunteers or staff, will be responsible for what. Schedule regular check-ins to monitor progress and ensure that the division of roles is clear.

BEFORE THE EVENT

General
- Select the event date.
- Secure necessary funding.

Facilities
- Reserve facilities.
- Identify any facility restrictions (e.g. Do they allow tape on walls? Do they allow outside food? Are there any restrictions on bringing items/out?).
- Identify and arrange parking needs.
- Rent tables and chairs as necessary.

Operations
- Develop an event website with a registration portal for attendees and school teams.
- Send confirmations and details to school teams.
- Arrange lunch coupons, catering and/or t-shirts for school teams.
- Secure liability insurance for events.
- Publish an event directory of school teams and project descriptions.
- Make table signs for school teams.
- Make hallway signs that attendees can use to locate the event within the facility.
- Make a check-in table for attendees, including policymakers.

Public Relations
- Work with a public relations professional to announce the event and contact local media.
- Contact the educational technology division within the local/state education agency for help with spreading word about the event.

Special Guests
- [Reach out to policymakers](#) or their staffers to secure attendance. Ask whether they would be willing to speak at the event (opening or closing).
- As appropriate, select honoree policymakers and order plaques.
- Identify volunteers to guide policymakers through the event.

DURING THE EVENT

Setting Up
- Ensure that a facilities manager/personnel is present to oversee set-up.
- Welcome school teams and attendees upon their arrival.
- Welcome policymakers upon their arrival and guide them through the event.

Sample Agenda
- Opening speeches or welcome by a policymaker
- Morning showcase
- Lunch
- Afternoon showcase
- Awards
- Closing speeches or welcome by a policymaker

AFTER THE EVENT
- Clean up and follow instructions from the facilities manager/personnel.
- Send thank you notes to school teams, policymakers, other attendees and the facilities manager/personnel.
- Settle any outstanding bills.
- Work with a public relations professional to contact local media and spread word about the outcomes of the event.

Additional Tips

CONSIDERATIONS ON GIFTS FOR POLICYMAKERS

When thinking about awarding a plaque or some other award to a policymaker, you should make yourself aware of state restrictions. The [National Conference of State Legislatures' Legislator Gift Overview](#) provides the relevant statutes.

USE THE SHOWCASE PRIMARILY AS AN INFORMATIVE OPPORTUNITY

It is important to remember that this event should be an opportunity to inform policymakers on the importance of technology to transform teaching and learning. While you may have a specific political agenda, the showcase is most likely not the time to overtly promote it.

Instead, **consider preparing a folder** that includes information about the showcase as well as a [one-pager](#) on issues that you care about. Also prepare a few key talking points that illustrate the importance of the issue and discuss why and how policymakers should take action. It is helpful to develop these talking points are in the form of a succinct story.