	Aware		Join				Use											Grow			Leave		
Front-stage (MSC students)	MSC students are made aware of The DataLab Innovation Week event through emails, Facebook invites, word of mouth etc. by The DataLab/Snook		MSC students sign up for event on Eventbrite	They receive email confirming their participation	They fill out a Google survey on logistics, accommodation arrangements, dietary requirements, etc.	Receive final email with a rough agenda, location, time and any important notice	MSC students attend event at the venue	They are given name tags	They are provided with chairs and tables	They have a space to store their luggage (first & last day)	They have access to wifi, power sockets to charge their electronic devices	They are given breakfast, lunch, dinner (off the Whisky Bond), drinks and snacks	They are given stationeries, sharpies, poster notes, pens, paper, etc.	They attend lecture sessions	They choose their challenges	They sign the NDA data form agreements	They leave for their accommodation	Students get feedback	Students make connections with peers	Students share LinkedIn details with peers & lecturers	They destroy all data	They get certificate of participation?	They stay connected to the network
Mid-stage																							
DataLab staff	Create event on Facebook	Draft and send email to MSC students	Create event on Eventbrite	Send email confirming attendance	Create and send Google form to participants	They send out Google form to Snook logistics manager											DataLab staff accompanies them to hostel						Create platform for students to stay in touch an change contact details
Challenge partners																							
Caterers																							
Guest speakers																							
Contractors																							
Back-stage touchpoints																							
Project/client manager		Send emails to challenge partners				Creates deatiled agenda for the whole event, provide training to facilitators																	
Facilitators														Lecture slides	Facilitate								
Logistics manager						Confirm number of students, staff, external guests	Ensure door is open, enough key cards are available	Order lanyards	Contact Whisky Bond to confirm number of chairs and table available, contact external suppliers for chairs & tables	Contact Whisky Bond to make sure there's a storeroom		Contact caterers, order snacks & drinks, drafts inventory list, order other kitchen supplies (mugs, cups, trash bags, cleaning, tissue papers, etc), contact external restaurants	Draft inventory list, order stationeries										
Graphics						Design and print challenge posters		Design and print name tags with colour code							Stick challenge posters on wall	Print NDA agreement forms						Design & print certificates of participation	
IT											Set up wifi at location, create platforms to share/store data and to communicate, ensure power sockets are working				Facilitate						Ensure data is cleared from laptops/any other platforms		
Challenge creator		Communicate with challenge partners to create challenges					Finalise challenge contents and send to graphic designer								Facilitate								
Communications	Create content for social media post, email etc to be sent out to DataLab to inform students						Take pictures, videos, social media content								Facilitate								