

International Political Campaigns Expo 2024

Invitation to Participate

We extend a warm invitation to your company to participate in the IPE2024 Innovation Hackathon. This event presents a unique opportunity to showcase your expertise and innovative solutions in the realm of technology and politics. Your participation will contribute to the success of the IPE2024 Innovation Hackathon and advance the use of technology in political campaigns in Africa.

We look forward to receiving your proposals and partnering with innovative companies to make the IPE2024 Innovation Hackathon a transformative event in the world of technology and political campaigns.

About IPE2024

Date: January 25th and 26th, 2024

Venue: Cape Town International Convention Centre, South Africa

Theme: Transforming Political Campaigns: How AI and Big Data Amplify Voter Engagement and Shape Political Campaigns in Africa

The theme of IPE 2024 underscores the pivotal role of technology, specifically AI and big data, in reshaping political campaigns across the African continent. It highlights how these innovations are amplifying voter engagement and fundamentally shaping the strategies employed by political campaigns.

Key Highlights

- 1. Speakers:** IPE 2024 promises a distinguished lineup of speakers who are at the forefront of AI, big data, and political campaigns. These experts will share their insights, research findings, and practical experiences, offering attendees valuable perspectives on the evolving landscape of political engagement.
- 2. Partners:** The event has garnered support and partnership from influential organizations, including International IDEA and Shikamo Political Advisory, emphasizing its global significance and the collaborative effort to drive positive change in political campaigns.

3. IPE2024 brings statesmen, political parties and election management bodies under one roof, with political campaign service providers showcasing their tech, AI and data tools and their relevance to modern political campaigns.

Focus Areas

The expo will delve into a wide range of topics, including the ethical use of AI and big data in political campaigns, regulations governing their implementation, and their impact on voter engagement. It will explore innovative approaches and best practices to harness technology for the betterment of political processes in Africa.

IPE 2024 is the first of its kind in Africa, offering an unparalleled platform for dialogue, networking, and knowledge sharing among stakeholders in political campaigns, technology, academia, and business. It presents a unique opportunity to explore the transformative potential of AI and big data in political campaigns, ultimately aiming to enhance civic engagement and contribute to political stability and prosperity on the continent.

IPE2024 Innovation Hackathon

Concept

The IPE2024 Innovation Hackathon is a cutting-edge initiative that leverages IPE2024 as a platform to bring together Data, AI, and IT/tech companies. These companies are also invited to submit proposals for the prestigious opportunity to host a year-long hackathon, a technology-driven event aimed at addressing real-world challenges in the realm of political campaigns. The hackathon's focus will be on harnessing AI, data analytics, and technology to revolutionize political campaigning in Africa.

Objective

The primary objective of the IPE2024 Innovation Hackathon is to foster innovation, collaboration, and creative problem-solving within the tech industry, with a specific emphasis on its role in political campaigns. By partnering with IPE2024, this challenge aligns with the Expo's mission to explore the intersection of technology and political campaigns.

Innovation Hackathon Proposal Guidelines

The IPE2024 Innovation Hackathon is an exciting opportunity for forward-thinking companies to showcase innovative solutions at the forefront of technology in political campaigns and voter engagement in Africa. This document serves as an invitation and also outlines the guidelines and procedures for submitting a proposal to host the IPE2024 Hackathon.

Proposal Submission Deadline

All proposals must be submitted electronically to noble@internationalpolexpo.com no later than 15 December 2023.

Selected host will be notified and the Innovation Hackathon will be announced at IPE2024 (25 + 26 January, 2024).

Eligibility

Companies with expertise and innovative solutions related to technology, data, artificial intelligence, and their applications in political campaigns are eligible to submit proposals.

Benefits

- 1. Visibility and Recognition:** Hosting the hackathon provides your company or organization with high visibility within the tech and political sectors. You'll be recognized as a leader in innovation and as a key contributor to addressing real-world political campaign challenges.
- 2. Networking Opportunities:** Engage with a diverse group of participants, including tech enthusiasts, data scientists, political campaign experts, and more. Build valuable connections that can lead to future collaborations and partnerships.
- 3. Innovation Showcase:** Showcase your organization's commitment to innovation by presenting cutting-edge solutions and technologies. Highlight your dedication to addressing African political campaign challenges using AI and data.
- 4. Thought Leadership:** Position your company or organization as a thought leader in the intersection of technology and politics. Share insights, expertise, and best practices with participants and attendees.
- 5. Access to Talent:** Identify and connect with talented individuals who participate in the hackathon. Discover potential future employees, interns, or collaborators who share your passion for innovation.
- 6. Feedback and Insights:** Gain valuable feedback on your products or services from participants who engage with your technology during the hackathon. Use these insights for product development and improvement.
- 7. Media Exposure:** Benefit from media coverage and exposure as the host of the hackathon, further enhancing your reputation and credibility in the industry.
- 8. Contribution to Civic Engagement:** Play a pivotal role in advancing civic engagement by fostering innovative solutions for political campaigns. Contribute to the betterment of political processes and campaigns in Africa.
- 9. IPE2024 Recognition:** Be recognized at IPE2024 as the host of the hackathon. Showcase your organization to a global audience of political leaders, tech experts, and academics.
- 10. Impactful Collaboration:** Collaborate with other partners to drive meaningful change in the political landscape. Contribute to discussions on the ethical use of AI in political campaigns and policymaking.

- 11. Prizes and Awards:** Depending on your proposed incentives, you may have the opportunity to offer prizes and awards to winning teams or individuals, further enhancing your company's profile.
- 12. Long-Term Engagement:** Hosting the hackathon is just the beginning. Engage with organizers and participants beyond the event to explore potential partnerships, projects, or collaborations that extend into the future.

These benefits demonstrate how hosting the IPE2024 Hackathon can offer substantial value to your company or organization, aligning with your goals of fostering innovation, networking, and contributing to positive change in the political arena.

Proposal Components

The IPE2024 Innovation Hackathon is a cutting-edge initiative that leverages IPE2024 as a platform to bring together Data, AI, and IT/tech companies. These companies are also invited to submit proposals for the prestigious opportunity to host a year-long hackathon, a technology-driven event aimed at addressing real-world challenges in the realm of political campaigns. The hackathon's focus will be on harnessing AI, data analytics, and technology to revolutionize political campaigning in Africa.

- 1. Cover Letter:** A brief introduction to your company, its mission, and its interest in hosting the IPE2024 Hackathon.
- 2. Company Profile:** A detailed overview of your company, its history, key personnel, and previous projects or experiences relevant to political campaigns or voter engagement. This can be waived for companies that can demonstrate relevant expertise.
- 3. Proposed Hackathon Concept:** Describe your vision for the IPE2024 Hackathon, including the objectives, format, and expected outcome.
- 4. Technical Proposal:** Provide detailed information on the technological aspects of the hackathon. Explain how your company's expertise will contribute to the success of the event.
- 5. Budget Proposal:** Present a comprehensive budget that includes all necessary expenses related to hosting the hackathon. This should cover venue costs, technical equipment, staffing, logistics, and any other relevant expenses including marketing.

6. **Timeline:** Outline a timeline that spans from the planning phase to the conclusion of the hackathon in November 2024, and includes the unveiling of your innovation at IPE2025.
7. **Participant Selection:** Describe how participants for the Innovation Hackathon will be selected, including any eligibility criteria, application process, and the criteria for evaluating and choosing participants.
8. **IPE2024** will give preference to companies and firms whose proposals showcase clearly how African youth will be included. International firms may submit proposals on condition of demonstrable centering African youth participation.
9. **Judging and Evaluation:** Explain how hackathon solutions will be judged and evaluated, including the criteria, scoring system, and selection of winning solutions.
10. **Partnership and Collaboration:** Clearly indicate how you will collaborate with IPE2024 and with other stakeholders.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

1. **Innovation:** The proposal's level of creativity, uniqueness, and innovation in addressing the intersection of technology and political campaigns.
2. **Expertise:** The company's demonstrated expertise in technology, data, and artificial intelligence, as well as its ability to apply these skills to political campaigns.
3. **Feasibility:** The feasibility of the proposed hackathon concept, including collaboration considerations and the ability to execute the event successfully.
4. **Impact:** The potential impact of the hackathon on advancing technology in political campaigns and voter engagement in Africa.

Proposal Review Process

All submitted proposals will undergo a thorough review by the IPE2024 organizing committee. Shortlisted companies may be invited for interviews or presentations.

Notification of Selection

Selected companies will be notified by 22 December 2024 and invited to host the IPE2024 Hackathon. An announcement to that effect will be made at IPE2024.

Submission Instructions

Please submit your proposal as a single PDF document to noble@internationalpolexpo no later than 15 December 2023.

Include “IPE2024 Innovation Hackathon Proposal Submission” in the email subject line.

Contact Information:

For inquiries or additional information, please contact:

Expo Director

Noluthando

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