DEMO DAY

Ideas to Elevate Your Event

Everything in the rest of the toolkit is what you need to run a great Demo Day. **Everything here is what you might add if you want to go further**. None of it is required. A Demo Day without any of these is still a great Demo Day.



Survey Incentives
A raffle or small drawing boosts completion



Guest Invitations
Local stakeholders add visibility and credibility



Branded T-Shirts
Something students carry home and wear



Shared Meal
Unstructured conversation before the day ends



A Photo Moment
A backdrop gives the day a shareable moment



Local Media
Visible proof for funders, community members and school leadership



Music and Atmosphere
Shift the room from clinical to welcoming



Keynote or Spotlight
A brief, real story adds a human throughline to grab their attention

Remember: All of these ideas are optional. Pick what fits your event's community culture, time and budget, and skip the rest.