

Participant Guide

Welcome

Join the CAS Meeting Data Challenge—a high-impact hackathon aimed at shaping the future of CAS’s major in-person events. Dive into real attendance data, uncover meaningful insights and compete for a **\$15,000 grand prize**.

Why It Matters

This challenge supports the CAS events, professional education and marketing teams. Your analysis will help drive data-informed decisions around member engagement, event design and strategic growth.

Your Challenge

Using the anonymized dataset provided, participants will:

- Identify attendance trends, behaviors or gaps
- Offer clear, data-backed recommendations to improve future CAS events

What You’ll Receive

- Anonymized CAS event attendance dataset
- Data dictionary
- Submission template with required components
- Judging criteria

What You’ll Submit (Due: October 1, 2025, 11:59 PM ET)

- Written report or slide deck in PDF form
- Executive summary (max 500 words)
- Visualizations and analysis
- Recommendations (max 3 pages)

- Individual name and contact information

Submit all materials to Big5CrossCollaborationProjectPhase2@casact.org

Challenge Brief

"Unlocking Insights to Shape the Future of CAS Events"

Participants will analyze historical event data to identify patterns and generate recommendations that support CAS's goal of delivering engaging, data-informed in-person experiences.

Suggested Angles

Attendance Trends

- How has attendance changed across events?
- What patterns emerge by event type, location or audience?
- Can trends help forecast future attendance?

Attendee Segmentation

- Who's attending—and who's not?
- How do career stage, geography and CAS credentials impact engagement?
- What are the trends among non-member attendees?

Engagement & Retention

- What predicts return attendance?
- Which features drive repeat engagement?

Strategic Expansion

- What member segments or topics are underserved?
- How could the CAS increase attendance at their events?
- Where could CAS expand participation?

Recommendations for Action

- What should CAS do differently?
- Support all suggestions with data-driven reasoning.

Deliverables Checklist

- Executive summary (\leq 500 words)
- Visual analysis
- Clear, actionable recommendations
- PDF slide deck or written report

Judging & Prize

Prize: \$15,000 to the top submission

Panel: 3 CAS community adjudicators

Criteria:

- Insightfulness and clarity
- Data integrity and rigor
- Alignment with CAS strategic priorities
- Practicality of recommendations

Winner Announced: By December 1, 2025

Eligibility

- Open to CAS and Academic Central members in good standing
- Individual and team (up to 4 members) entries
- Completed CAS Hackathon Confidentiality and Data Use Agreement