

PartyRock Events

Organizer's Guide: what an event is, how to set one up, and how to run it end to end.

PARTYROCK FOR EDUCATORS

COST	DURATION	SIGN-IN	LANGUAGES	DEVICES
Free	You choose	None for learners	8 supported	Mobile, tablet, desktop

Start here

Three resources to get oriented before your first event.

ARTICLE

[PartyRock for AI Fluency Overview](#)

On Builder Center. Why PartyRock exists and what it teaches.

VIDEO

[Educator Overview on YouTube](#)

A walkthrough of the educator experience, end to end.

PRODUCT

[PartyRock for Education](#)

The Education landing page in the product. Sign up as an educator and browse the challenge library.

What PartyRock is

PartyRock is a platform where educators compose AI-empowered learning experiences that give learners barrier-free access to hands-on building with AI. It is free, runs in a browser, requires no AWS account, and supports eight languages. Learners build and present functional AI prototypes that solve real problems across sectors, on mobile, tablet, or desktop devices.

While building a solution to a real world problem, learners are exposed to how AI works, how to direct it, and how to evaluate its outputs critically. These skills transfer to any AI tool, chat interface, or integration learners encounter in personal or professional use.

The three concepts

Educator. Anyone leading a group that wants to develop practical AI skills. University professors, corporate trainers, bootcamp facilitators, hackathon organizers, community program leaders, classroom teachers, business developers, and Solutions Architects all use PartyRock to deliver hands-on AI-empowered learning experiences.

Event. An ephemeral, private project-based learning environment that an educator creates by selecting

The session shape

PartyRock's primary learning format is built around educators organizing events composed of challenges for learners. The session format is designed to accommodate groups.

A facilitator introduces the challenge. Participants build in parallel or in teams. Sessions close with a

challenges from a curated library to serve different sectors and learner personas. Events are fully self-service in partyrock.aws. Events can run for multiple days, and no accounts need to be provisioned on any other tool.

Learner. Anyone 13 or older globally who has access to an educator-created experience. Learners join by entering a shared event code and receive an anonymous account automatically, with a pseudonymous display name. They build, experiment, and present alongside their group without creating a profile or providing any personal data. When the event ends, the account and all associated content are automatically deleted.

showcase where learners present what they built and discuss their approach.

Challenges and the three formats

A challenge is a structured, goal-oriented task that guides learners through building an AI application to solve a specific problem. Every challenge defines a learning objective, provides constraints and starter context, and uses prompt steering and antagonistic design to assist learners without solving the problem for them.

The curated library organizes challenges by fluency skill, sector, and format. When you select challenges for your event, you can filter by challenge type and by sector.

FORMAT 1

Flow challenges

Learners build AI generation templates to solve real problems. They experiment with models, parameters, prompts, prompt chaining, context, and tools to get results worth sharing with their group.

FORMAT 2

Analysis challenges

Learners work with datasets and present reports explaining their AI-informed decision-making process, all using natural language. Analysis challenges use data from the AWS Registry of Open Data.

FORMAT 3

App challenges

Learners exercise product thinking and design skills with vibe coding challenges that bring an idea to life. Learners leverage generated personas that provide structured feedback on their work. App prototypes built in PartyRock generate requirement specs that can be built out at any scale in Kiro.

Sectors in the curated library

Filter challenges by any of the sectors below when composing your event.

- Sustainability and Environment
- Healthcare
- Wellness
- Entrepreneurship
- Business
- Ethics
- Writing and Communication
- Humanities

How to compose an event

You are not limited to one format or one sector per event. Combine challenges deliberately so learners see how the same customer problem shape produces different kinds of solutions.

- Match at least one challenge to your group's shared discipline. The problem statement lands harder when the sector is theirs.
- Add one challenge from a sector they do not know. The AI fluency transfers, and the unfamiliar context is part of the learning.
- Mix formats (Flow, Analysis, App) if time allows, so learners produce more than one kind of artifact.

Create the event

- 1 Verified educator account.** Sign up on partyrock.aws and get educator status. An educator link (from an invitation email, a training, or a partner) grants it instantly. Otherwise apply from your account. Most applications are reviewed within a few business days. If you have not heard back within a week, open your username menu in the bottom-left of the nav bar and choose **Submit feedback**.
- 2 Plan your session.** Decide the group size, the duration, and whether learners will build in parallel or in teams. Sessions can run for a single meeting or across multiple days.
- 3 Create the event.** The event creation flow has four steps: Add Event Info, Event Info Preview, Select Challenges, Launch. Save as draft at any point and come back to it later. Everything stays editable until the event is launched.
- 4 Devices and browser.** Any modern browser (Chrome, Edge, Safari, Firefox) on mobile, tablet, or desktop. No downloads, no installs, no accounts with third-party tools. Laptops and tablets give learners the most room to build.
- 5 Confirm ages.** Learners must be 13 or older. As host, you are responsible for confirming this and for supervision throughout the event. See the Event Host Guidelines on partyrock.aws for the full terms.

IF THE TECH ACTS UP

Refreshing the page resolves most issues. If a learner's browser session gets stuck, they reopen the magic link on the same browser and device. Their work saves as they go.

Overview

Two views, one event

Organizer view (yours). Your dashboard shows the event header with the event code and magic link, an edit-event menu, the status pill, the challenges list, and once the event starts, a live Submissions panel per challenge.

Learner view. A stripped-down page with the challenges. Each challenge has a brief, a Start button, and its own progress. You can toggle to this view any time to see exactly what learners see.

How learners access it

Everyone joins with your event code or magic link. They receive a temporary anonymous account automatically. The system assigns a pseudonymous display name and drops them directly into the event experience. No sign-ups, no email, no authentication.

Adults 18 and older can also join with an existing PartyRock account, in which case their standard account terms apply.

What happens to the data

When the event ends, learner accounts and all associated content are automatically deleted. Because learners take part through temporary accounts, no participant data is retained. If you want a record, use the Download all submissions option on each challenge before the retention window closes. Full terms live in the Event Host Guidelines on partyrock.aws.

What learners take away

Applied AI skills built by working backwards from a real customer problem. A tangible artifact (a Flow, an Analysis, or an App). Practice in directing an AI, evaluating its outputs, and iterating on them. Fluency that transfers to any AI tool, chat interface, or integration they encounter next.

The run at a glance

Thirteen steps from creating the event to closing it out. The step-by-step plan on the next pages follows the same order. Times are rough estimates. Most of the wall-clock time is learners building.

NO.	PHASE	TIME	ROLE	WHAT HAPPENS
CREATE THE EVENT · PARTYROCK.AWS/EVENTS/CREATE				
1	Add event info	~2 min	◆ ORGANIZER	Step 1 of 4. Name, description, dates, participant count, audience type.
2	Preview event info	~1 min	◆ ORGANIZER	Step 2 of 4. Confirm the event info before selecting challenges.
3	Select challenges	~3 min	◆ ORGANIZER	Step 3 of 4. Filter by challenge type and sector. Try challenges yourself before adding them.
4	Launch	1 click	◆ ORGANIZER	Step 4 of 4. Event now appears on your dashboard with event code and magic link.
DURING THE EVENT				
5	Start the event	1 click	◆ ORGANIZER	Status flips to Started. Challenges unlock for learners.
6	Share code and link	~2 min	◆ ORGANIZER	Copy both from the event header. Learners need both to join. Share via slide, chat, or email.
7	Learners join	seconds	▶ LEARNER	One click in. Temporary anonymous account assigned automatically.
8	Facilitate the intro	~5 min	◆ ORGANIZER	Introduce the challenges and the customer problems they solve.
9	Learners build	bulk	▶ LEARNER	Learners open a challenge, hit Start, and build with AI. Work saves as they go.
10	Track submissions	live	◆ BOTH	Submissions land on your dashboard as learners submit.
11	Showcase	~10 min	◆ BOTH	Learners present what they built and discuss their approach.
AFTER THE EVENT				
12	End the event	1 click	◆ ORGANIZER	Learners can no longer submit. Existing submissions remain visible until cleanup.
13	Download the work	~2 min	◆ ORGANIZER	Submissions are deleted about two days after the end date.

Step-by-step run plan

Per step: what you do, what learners see, and one tip worth having in advance.

Add event info · Step 1 of 4

~2 min

◆ ORGANIZER

YOUR DASHBOARD

From the educator area on partyrock.aws, start a new event. Enter the event name, description, start and end dates, expected participant count, and audience type. Save as draft at any point.

GOOD TO KNOW

Fields are validated as you type. Everything stays editable until you launch. Even after launch, event info like description and end date can still be adjusted.

LEARNER VIEW

Nothing yet. The event is not live.

Preview event info · Step 2 of 4

~1 min

◆ ORGANIZER

YOUR DASHBOARD

Review a summary of the info you just entered. This is a check before moving on to challenge selection.

GOOD TO KNOW

Read your description as if you were a learner. If it does not sound like an invitation to build something, adjust it here.

LEARNER VIEW

Still nothing.

Select challenges · Step 3 of 4

~3 min

◆ ORGANIZER

YOUR DASHBOARD

Browse the curated challenge library. Filter by challenge type (Flow, Analysis, App) and by sector. Open any challenge to read its brief and try it out before adding it to your event. Add as many as you want.

GOOD TO KNOW

The filter shows only sectors that have challenges in the currently selected type. Clear the type filter to see the full sector list.

▮ COMPOSE DELIBERATELY

If your group shares a discipline (for example, medical students, sustainability MBAs, or design bootcamp participants), weight your selection toward that sector. Add one or two challenges from an unrelated sector to stretch them.

LEARNER VIEW

Still nothing.

YOUR DASHBOARD

Confirm and launch. The event now shows on your dashboard with a header containing the event code and magic link. Status is Draft or Teaser until you start the event.

GOOD TO KNOW

Launching is not the same as starting. Launch places the event on your dashboard so you can share the code and link ahead of time. Start opens the challenges to learners.

LEARNER VIEW

Empty until you hit Start.

Start the event · During the event

YOUR DASHBOARD

Hit **Start**. The status pill flips to Started.

GOOD TO KNOW

You control the moment. Even after the start date passes, nothing goes live until you click Start.

LEARNER VIEW

Challenges become accessible. Start buttons become active.

Share code and link · During the event

YOUR DASHBOARD

Copy both the event code and the magic link from the event header. Learners need both to join. Both have a one-click copy button. Distribute via slide, chat, or email.

GOOD TO KNOW

The magic link and the event code work together. The link takes learners to the join screen; the code lets them enter the event. Learners on a laptop or desktop have the most room to build, so avoid distribution channels that funnel them to mobile.

LEARNER VIEW

They open the magic link and enter the event code on the join screen. Both are required.

Learners join · During the event

YOUR DASHBOARD

Nothing visible until submissions start coming in. The participant count on the event header updates as learners join.

GOOD TO KNOW

No sign-up, no email, no personal data. If a learner reopens the link on the same browser and device, they pick up where they left off.

LEARNER VIEW

Learners open the magic link (or enter the code). The system creates an anonymous account and assigns a pseudonymous display name. They land directly in the event experience.

Facilitate the intro · During the event

~5 min

◆ ORGANIZER

YOUR DASHBOARD

Introduce each challenge and the customer problem it solves. Set expectations for pace, teamwork, and how learners will present at the end.

GOOD TO KNOW

The session shape is: facilitator introduces the challenge, participants build in parallel or in teams, sessions close with a showcase where learners present what they built and discuss their approach.

LEARNER VIEW

They see the challenge list and can open individual briefs.

Learners build · During the event

bulk of the event

▶ LEARNER

YOUR DASHBOARD

Submissions panel stays empty until the first ones arrive. Otherwise the event runs while learners work.

GOOD TO KNOW

Work saves automatically. A challenge only counts as complete once the learner submits it. Learners can reopen a submission after submitting to review what they turned in.

▮ MID-SESSION MOMENT

If learners hit the same wall (a prompt phrasing, a model choice, a data issue), project a quick hint on the screen. Unblock the room together instead of one at a time.

LEARNER VIEW

Each learner opens a challenge, reads the brief, and hits Start. PartyRock opens the canvas appropriate for the challenge type (Flow, Analysis, or App). Whiskers assists them inside the canvas. When they are ready, they add a description of how they approached the challenge, attach any supporting files, and submit.

Track submissions · During the event

live

◆ BOTH

YOUR DASHBOARD

Open the Submissions panel. Pick a challenge to see one row per learner with their description, any attached files, and a link to open the actual Flow, Analysis, or App.

GOOD TO KNOW

Submissions arrive as learners submit, so the dashboard fills up gradually. Refresh the page to catch late arrivals.

LEARNER VIEW

Their event page marks completed challenges. They can start another challenge whenever they are ready.

Showcase · During the event

~10 min

▶ BOTH

YOUR DASHBOARD

Close the session with a showcase. Open standout submissions from your dashboard in front of the group.

LEARNER VIEW

Their submissions remain visible on the event page. If they built something they want to talk through, they can pull it up on their own device.

▮ CLOSING QUESTIONS

Two questions to ask: how did you direct the AI, and how did you evaluate its outputs. The second question is where the AI fluency actually lands.

End the event · After the event

1 click

◆ ORGANIZER

YOUR DASHBOARD

Hit **End**. Status flips to Ended. Existing submissions remain visible on your dashboard until the retention window closes.

LEARNER VIEW

They can no longer submit new work. Anything they already submitted still shows on their event page.

GOOD TO KNOW

Ending early is fine. The platform does not force you to wait until the scheduled end date if the session is over.

Download the work · After the event

~2 min

◆ ORGANIZER

YOUR DASHBOARD

For each challenge, use **Download all submissions**. The download contains every learner's description and attached files.

LEARNER VIEW

No change on their end.

GOOD TO KNOW

Submissions are automatically deleted about two days after the event's end date. Once cleaned up, they cannot be recovered. Do this the same day you end.

Common issues

Common snags and the shortest way through each. Most resolve with a refresh, a reopened magic link, or a permissions check.

SCENARIO 1 · ACCESS

"I cannot create an event."

WHAT IS HAPPENING

Event creation is only available once your educator account is verified.

WHAT TO DO

Check your account status on partyrock.aws. If you have an educator link, use it. Verification is instant. Otherwise apply. Most applications are reviewed within a few business days. If you have not heard back within a week, open your username menu in the bottom-left of the nav bar and choose Submit feedback.

SCENARIO 2 · JOINING

"A learner cannot get in."

WHAT IS HAPPENING

Usually the event has not been started yet, or the learner is on an unsupported setup.

WHAT TO DO

Confirm the status pill on your dashboard reads Started. Have them try the magic link on a modern browser (Chrome, Edge, Safari, Firefox). Corporate networks that block cookies or third-party scripts can also block PartyRock. A personal network usually works.

SCENARIO 3 · LOSING WORK

"A learner's browser crashed mid-build."

WHAT IS HAPPENING

Work saves as they go, but the session is tied to the browser and device.

WHAT TO DO

Have them reopen the same magic link on the same browser and device. They should pick up where they left off. Switching browser or device starts a new session.

SCENARIO 4 · EDITING AFTER LAUNCH

"I need to change the description, dates, or challenges."

WHAT IS HAPPENING

Editable fields work differently before and after the event starts.

WHAT TO DO

Before Start, everything is editable including challenges. After Start, you can still adjust the description and end date. Challenges are locked in. Use the edit menu on the event header.

SCENARIO 5 · MISSING SUBMISSIONS

"A learner says they submitted but I do not see it."

WHAT IS HAPPENING

Either they did not hit Submit, or the dashboard needs a refresh.

WHAT TO DO

Refresh your Submissions panel. Ask the learner to check the challenge card on their end for a Submitted state. A challenge only counts once they hit Submit.

SCENARIO 6 · AFTER THE RETENTION WINDOW

"I forgot to download and it has been three days."

WHAT IS HAPPENING

Learner submissions are deleted about two days after the event's end date.

WHAT TO DO

Once submissions are cleaned up, they cannot be recovered. This is deliberate. Learners take part through temporary accounts, so no participant data is retained. Next time, download the same day you end.

SCENARIO 7 · USAGE LIMITS

"A learner hit a usage limit mid-build."

WHAT IS HAPPENING

PartyRock is free, and each account gets a daily allowance of LLM credits. Very intensive sessions can bump into it.

WHAT TO DO

Credits refresh daily, so if the session spans more than one day, the learner can pick up the next day on the same browser and device. Within a single session, encourage learners to iterate deliberately rather than regenerating repeatedly. If your group consistently hits the limit, tell us via the feedback option in your username menu so we can factor it into planning.

Feedback. If something did not behave as this guide describes, tell us. Open your username menu in the bottom-left of the nav bar and choose Submit feedback, or reach out via the channel your educator link came from.

Four things worth remembering

These are the shape of the mental model. If you keep them in mind, you will not be surprised by how the platform behaves.

1. Nothing goes live until you hit Start. The start date does not open the event. You do. Useful when your calendar slips.

2. The event code and magic link are the entire join flow. No accounts, no invites, no email from PartyRock. Whichever channel you share them in is the channel your learners use.

3. Submissions arrive live on your dashboard. Review inline as they come in, or download the whole set for a challenge to review offline. Small groups: review live. Large groups: download once at the end.

4. Participant data is deleted about two days after end. Learner accounts are temporary. If you want a record, download before that window closes.

Rule 4 is deliberate. Temporary accounts and temporary data are how PartyRock keeps participation friction-free (no sign-ups) and keeps no participant data. The trade is on you as organizer to grab the outputs you care about.

Why project-based learning

Every challenge is a real customer problem statement. Learners work backwards from the problem to a working solution, which is the same shape as product work in industry. The pedagogical claim is that applied AI fluency comes from making something for a real user, not from watching a demo.

How to pick challenges for your group

- Match at least one challenge to your group's shared discipline. The problem statement lands harder when the sector is theirs.
- Add one challenge from a sector they do not know. The AI fluency transfers, and the unfamiliar context is part of the learning.
- Mix formats (Flow, Analysis, App) so learners produce more than one kind of artifact.

What to reinforce during the showcase

- How did they direct the AI, not just what they asked it.
- How did they evaluate its outputs. What did they accept, and what did they reject.
- What would they do differently on a second pass, and why.

FEEDBACK

Open your **username menu in the bottom-left of the nav bar** and choose **Submit feedback**. Tell us what worked, what got in your way, and what you would like to see for your next event.