GORILLA

LIGHTHOUSE

A Gorillish Companion to Help
Prepare For & Host Local
Community Events

"Apes together stronk"

By usedtowels

GORILLA LIGHTHOUSE

A Companion and Guide for Hosting Local Events

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INTRODUCTION

Hello, fellow Gorilla!

So you've decided you want to start your own local community. How apesome is that? My instinct is to thank you for taking the initiative and having an interest in keeping the Gorilla community thriving, but I want to make this short.

So, why plan local events?

Planning local events shows we are invested not only in a monetary sense, but we are committed to the organic growth of this community and wish to see it flourish!

Movement is about creating a social hub where people from all walks of life can meet and contribute in their own individual and unique manner while fostering a culture of respect, transparency, and accountability where every member is valued. Creating local events allows people to meet in real-life, establish meaningful connections, and helps build the pool of talent. It's also great material to showcase online to communicate the importance Movement has on things being community-driven!

However, we should establish an order of procedures to ensure not only success of the event but also address possible safety concerns. Consider this material as a companion that will help you host your own successful local community meetup. While this companion may not provide all the answers and address all the situations you may encounter, it should be a helpful resource for you to refer to at any time throughout the process.
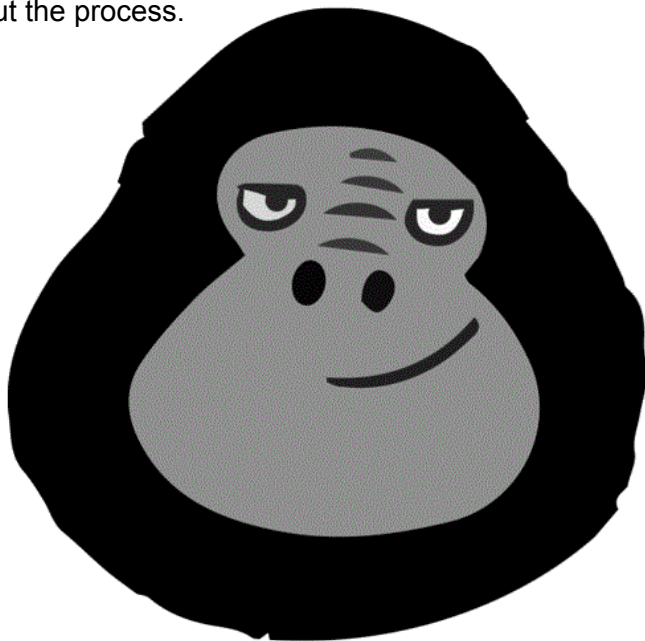
PLANNING

You've decided to go ahead and start planning your event–excellent! Below is an overview of things to consider when you start planning your own local event. The first section considers **WHO** your audience might be, anticipates **WHAT** to expect and kind of materials to prepare given the available resources, **WHERE** you will hold your event, and **WHEN** your event should be. Following is a brief summation of **WHY** covering the purpose of these events.

The planning portion of this guide is rounded off with a section dedicated to providing ideas regarding promotion of the event. This section concludes with final suggestions regarding prepared material and available resources. Further material such as templates and content will be included in further revisions.

I.	Identifying Event Type & Audience

Who:

These events are excellent opportunities to meet like-minded Movers in your area. Depending on the population density, gathering a group specifically interested in Movement might be challenging. If you are experiencing difficulty gathering a sizable group, consider expanding the scope of your target audience where a general interest in blockchain tech is your basis.

The goal for these meetups is to create closer contacts in the real world and share your event with the digital community. These kinds of events highlight the personality and humanity of the project while enriching communal bonds. Online communities offer a manifold of advantages that realworld meetups can not match, however, nothing can supplant the effects and genuine connections made, and established through real world interactions. Holding local events helps bring attention to Move not only in the virtual realm, but also brings attention from those not familiar with the space and tech.

What:

Keeping in mind that these events serve more as a meetup, the event should be inclusive of individuals of all skillsets–from the novice to the powernerd who builds the future of dApps. It would be productive to learn the strengths and level of competence of your guests. Organizers should also give thought to what kind of materials they will have prepared for the event. Given that your event may attract a group with differing understandings, having material prepared that explains the rudiments of blockchain and Movement tech is encouraged.

By gauging our strengths, we can leverage community to build something amazing with Move and embrace the "Build anything" ethos!

Where:

It is good to start identifying suitable locations that can comfortably accommodate your group. Venues that can offer resources for presentations are preferable but not necessary. Additionally, consider a location that is easy for most people to reach. Make sure to reach out to the venue and check ahead of time if there is anything else planned, and if your activity fits their schedule. Check to make sure that if there are other events planned overcrowding will not be an issue. and

Ultimately, choose a venue where you feel comfortable hosting the event.

When:

Set a date and time that considers the hours of operation of the venue you have selected. Consider the demographics of your attendees. Are you targeting more working professionals than students? This will help you pick a time that works best for most individuals. Typically, weekends offer more flexibility for attendees.

Make sure you factor in possible commuting distances attendees will have to travel to arrive at your event. Set a reasonable timeframe for your event that will not interfere or disrupt those who have more going on. An ideal length will have enough time to cover your planned activities and let everyone get to know one another but not so long that interest is lost.

Why:

Real-world meetups add a human touch to our online Movement community. Meeting the individuals behind the Twitter handle or Discord handle strengthens and adds meaning to our connections. Sharing documentation of the event in the form of threads, write-ups, and photographs helps further foster a sense of community!

II.   Promotion of Event

What's the point of setting up an event if no one shows up? It might be an extreme scenario if no one shows up, considering participants in this space are all pretty eager. Although, making sure you've had ample time to promote your local event is a good way to ensure attendance. This provides other people with enough time to discover your event, mark their calendars, and make arrangements to attend.

Ideally, your audience will have some familiarity with Movement, so your material can exclusively cover its advantages. Again, if you're experiencing difficulty gathering a sizable group, consider expanding the scope of your target audience where a general interest in

blockchain tech is your basis. Additionally, try thinking of social platforms relevant to the topic i.e. local Telegram communities, Discord, etc. where you can share the event.

These local events also serve as a great opportunity to introduce a more nuanced understanding of the project. Having some prepared material would be an excellent idea. More information on what kind of materials and information to include will be included in further revisions.

Either way, the point is getting together and strengthening community bonds!
Gorillaz together stronk!

III.   Outline of Event

Consider the content and its presentation. Mingling and conversation is what these meetups are about, but think about establishing an agenda for structure. Especially if your group includes newcomers to Movement where having some introductory material will be valuable. Allowing individual introductions is also a great way to break the ice and helps everyone feel included.

Piquing the interest of everyone through the creation of a digital presentation with images, audio, video, and various infographics is encouraged. This can establish a knowledge basis for everyone while enhancing everyone's understanding of what Movement is. If a projector or something similar is not available, consider creating digital handouts, and/or other shareable literature. For example, a recent community meetup in Indonesia successfully relied only on a laptop screen, demonstrating the flexibility of these materials. Lastly, a shareable program that outlines the event's agenda, regardless of format, is a good way to bring cohesiveness to your meetup.

Summary

Planning a successful local event hinges on considering a few things: **WHO** your audience will be, **WHAT** the purpose is, and **WHERE** and **WHEN** you should hold your event. Additionally, consider how you'll promote the event as well as what kind of materials to prepare to establish a common knowledge base. Preparation goes a long way!

Remember these meetups should be relaxed and help foster meaningful connections through real-life experiences. It brings value to the community through the experiences we share together.

EXECUTION & POST-EVENT

<u>I.   Execution</u>

While these are all suggestions, remember your real world event can realize itself in a manner of different ways. Therefore, it is always a good idea to be as best prepared as possible.

You should not need to worry about a budget. Typically, all you need to do is show up and maybe grab a sandwich if your event is at a cafe, for example. The focus is really to keep things fun and fresh. Try to take as many photographs of the group and activities as you can. If things do not work out as planned, that's fine–we get a chance to learn something and the journey of building a strong community continues. Finally, take time towards the end of your event to thank everyone who attended your event.

<u>II.   Post-Event</u>

After your local meetup has concluded, definitely communicate your success to the online community. Share event photos, presentations, or anything else that captures the experience of your meetup. Consider creating a brief thread on Twitter and share the link with Discord communities and Telegram communities.

Make sure to stay in touch with the community you've gathered. For your next event, they may be able to provide help to generate a bigger success!

SUMMARY

While your event will be unique, this strategy provides a template to approximate consistent outcomes. If some things do not pan out, we take the opportunity to learn something new. Fun and community building are the priorities while remaining flexible. Show up, have a good time, and take photos.

Share your meetup's success online after your event has concluded. Photos, presentations, or anything capturing the event's spirit can be shared on Twitter with links to your Discord and Telegram communities. Keep in touch with attendees, they could be the key to bigger meetups!

SAFETY PROTOCOLS

The safety and well-being of our community is a top priority. Local events are meetups held in a public location that can be susceptible to a manifold of variables potentially posing some safety challenges. Variables such as large crowds, climate conditions, and hygiene issues can complicate the event. Identifying safety concerns at your planned event helps ensure not only its success but the well-being of attendees as well.

By following the recommendations stated above in the **PLANNING** portion of this companion, you will minimize most risks associated with holding an outdoor public event. You have carefully selected a venue that will comfortably accommodate everyone and is likely located in an area that is regularly populated. This venue will likely offer emergency exits so take a moment to note where they are located and how they are accessed. Additionally, your event will likely be held during a busy time of the day which dissuades most bad actors.

Each situation is unique and identifying potential safety concerns is all a part of effective risk management. Avoiding alcohol consumption during your events is also recommended.

Be up to date on any local health concerns that are unique to your area. It is always prudent to follow any social guidelines regarding health concerns to help stem contagions and sickness.

Staying aware of the surroundings of the event and preparing a safety plan are all part of creating a successful event!

Lastly, community members are encouraged to share their experience, but are not required to disclose any private information. Please feel free to use Gogo's face to cover your beautiful face if you do not feel comfortable releasing that kind of personal information. Again, you should feel relaxed and comfortable. Should you feel hesitant to share at any point, please know there is no obligation to do so. Your safety, well-being and comfort are our top priorities.

SUMMARY

The top priority is safety. Local events, while held in public for accessibility, can have unforeseen challenges. To ensure a smooth and safe experience, we recommend planning ahead. By choosing a well-populated venue with clear exits and avoiding alcohol, we minimize risks. We also encourage staying informed about local health concerns. Remember, your comfort matters – participation is voluntary, and you can use anonymity (Gogo's face) when sharing your experience.

ADDITIONAL CONSIDERATIONS

I.   Accessibility & Inclusivity

When preparing any kind of presentation it is always prudent to think about who makes up your audience. In the above section we briefly considered the different kinds of familiarity with Movement and blockchain technology in general but did not discuss other considerations. Thinking about the composition of your audience can help you imagine the types of barriers that may prohibit the ability of your message to get across. Accessibility is the enabling of individuals with physical disabilities and other kinds to participate, interact, navigate and contribute. Other barriers may exist as well, such as individuals with poor vision or language differences. Different languages create barriers that can make it difficult for everyone to equally participate. Creating and preparing material that is inclusive enhances others' perception of you and your work, and builds trust. It informs others you're considerate and mindful, adding strength and credence to your prepared material as you are more likely to be viewed as a competent presenter.

Simple yet effective design choices, like using contrasting colors for text and background, can greatly improve accessibility for viewers with poor vision or color blindness. Presentations such as these usually rely on visuals to make an impact. It is encouraged to use visuals that can help relay the information that is usually typed out. This way your information reaches a wider audience, enhancing its impact.

Also, just because this is a local meetup doesn't mean you should exclude the online community. This would be a perfect way to blend online and offline communities–maybe the next meetup features an online component that streams the event! wASSa wASSa!

SPOTLIGHT: Let us consider the Indonesian local event hosted by community members donuts and Slothify. Donuts prepared a presentation in advance that discussed issues relevant to Move's advantages over EVM. The presentation delivered was in the form of a PowerPoint comprised of mixed media including many visuals as well as a guiding vocal component performed by donuts. Unfortunately, a language barrier kept Slothify from understanding what donut was explaining to the group. However, despite the speech component being in another language, Slothify was still able to follow the presentation with the aid of the visual cues coupled with his understanding of Move.

In this instance, the heavy use of visuals helped guide Slothify along the presentation and understand what topic was being discussed at any given moment. Furthermore, donuts shared the presentation which provided Slothify the ability to independently review any previous slides.

RELEVANCE: What we can draw from this experience is that information can be disseminated in different ways. Slothify's experience was not entirely hindered by not understanding donut, and was able to be part of the group activity. Adaptable materials and widely available information can be leveraged to bridge accessibility gaps.

II.   Move Resources & Support Form

The successful community meetups that community members baytar, CaptainClogs, donuts, Slothify, and others have hosted exemplify a commitment to Movement that aligns with their core belief to create an inclusive community. Movement's team actively supports these community-driven events. If you are already planning to host a local event, make sure to fill out the form linked below provided by Movement. This is a way for them to support your efforts to host a meetup!

Link: https://tally.so/r/nPAqaP

Pictured below is a screenshot of the form provided by Movement.

III.   Call to Action

After your event, encourage your attendees to stay active in the community. As mentioned above, a side effect of these meetups is to build the pool of talent. If members of your audience are not already part of the Movement Discord or Movement Telegram group, provide links so they'll be able to do so.

Movement offers a wealth of resources tailored to different skill sets and knowledge levels. Resources include a Medium page, Docs page, and Github for more technical information (links

below).

Here are some convenient links for further exploration:
Website: https://movementlabs.xyz/
Docs: https://docs.movementlabs.xyz/
Github: https://github.com/movementlabsxyz
Medium: https://blog.movementlabs.xyz/

SUMMARY

Consider your audience's background and potential limitations when creating presentations. This includes people with disabilities, language barriers, or those with varying familiarity of the information. Simple design choices like high-contrast colors can improve accessibility. Presentations can benefit from visuals that complement the spoken content and sharing materials beforehand allows everyone to follow along. By making your presentations inclusive, you appear more considerate and competent.

Community members like baytar, donut, and others have hosted successful meetups that reflect Movement's focus on inclusivity. The Movement team supports these events, and if you are planning your own meetup, fill out the form linked above.

After your meetup, keep the momentum going! Encourage attendees who have not joined the Discord or Telegram communities to do so. Movement also offers various resources to help attendees learn more, including a Medium page, Docs page, and Github for deeper dives.

CONCLUSION

This companion has equipped you with the knowledge and tools to organize and host a successful meetup. Remember, the key lies in fostering a welcoming and inclusive environment where everyone feels comfortable connecting and contributing.

Do not be afraid to adapt some or all of these suggestions to your specific situation. Local meetups are a chance to get creative and explore different formats while further strengthening our community. By collaborating and sharing knowledge, we can build a vibrant community that thrives both online and offline. Let's leverage the power of in-person connections to fuel the growth of the Movement ecosystem!

Please stay tuned for future revisions that will include templates to help streamline the process!