

APPSTERDAM

# Embassy Handbook



## APPSTERDAM

Our goal is to bring app makers together, and our mission is to support the interests of app makers worldwide.

Appsterdam is the first organisation that brings together programmers (regardless of language or platform), marketeers, businessmen, entrepreneurs, scholars, the government, newbies, and anyone else willing to pitch in and be part of a new way of doing technology. They are all App Makers.

Although we are establishing Amsterdam as the capital of Appsterdam — the world capital of apps — to establish a centre of gravity for our industry, and to provide a place in the world where all app makers can gather, we want to spread this concept throughout the world wherever app makers are. We do this through our Appsterdam Embassies.



STICHTING APPSTERDAM

@appsterdam [www.appsterdam.rs](http://www.appsterdam.rs) [info@appsterdam.rs](mailto:info@appsterdam.rs)

"The best place in the world to be  
an App Maker"

Embassies are not an exact clone of Appsterdam; they adapt the Appsterdam philosophy to the local culture



## OUR VISION FOR APPSTERDAM EMBASSIES

Appsterdam Embassies are mostly-autonomous organisations that follow the Appsterdam principles.

They offer similar programs, striving to help App Makers be better App Makers and educating people who want to become App Makers.

The embassy is for *App Makers*, not just developers; it should welcome designers, marketers, business people, and other people involved in making apps

We see ourselves as gardeners of the ecosystem



## ACTIVITIES

Figuring out what activities work in your location and what don't will always be an ongoing challenge, and will vary from location to location.

You should choose the ones that you think will most appeal to members in your area, and which you are able to do, given the number of people available to organise the activities

"What sets us apart is cooperation, instead of competition ... we cooperate, because we are friends. If one of us does something to piss the other off, we don't call out the lawyers, we call up our friend, and talk it over like people."



## Meeten & Drinken



“MEETEN EN DRINKEN”  
IS A PLAY ON THE  
DUTCH PHRASE “ETEN  
EN DRINKEN”

Our Meeten & Drinken events are simply informal meetups, preferably weekly, where App Makers can meet with other App Makers. The idea is to let App Makers meet people with similar interests and exchange ideas, the way they would at a conference.

There is no agenda or formal presentation. It is usually done in a cafe or bar or some similar location — a place which encourages an informal exchange of ideas.

We recommend that you choose a single, consistent location and time. For example, in Amsterdam, we always meet at the same location — Cafe Bax — every Wednesday at 7:00pm. Having this consistency makes it easier for people to plan their schedules to be there.

You don't have to do this weekly; instead you may choose (for example) the first Monday of each month. But be consistent and regular.

It is best to organise and announce these meetups through Appsterdam's [Meetup.com/appsterdam](http://Meetup.com/appsterdam) page. Let us know the name(s) of organiser(s) and we will give you access to do so.

The Meeten & Drinken should be free to attend, but participants pay for their own drinks and/or food.

For more info, see <http://appsterdam.blogspot.com/p/appsterdam-meeten-en-drinken.html>



If you've been to a conference, you've probably thought, as I have, how nice it would be if everyday life could be like that—being surrounded by peers, able to get help solving a hard problem, then get accolades for doing so.



SHARE OUR  
KNOWLEDGE

We want to build up a pool of experienced speakers who can represent App Makers to the wider community.

Speakers come from within the community and receive training on how to speak to an audience. We will provide a "train the trainer" session so you can do this too.

Appsterdam and its embassies will be the place for journalists looking to interview someone, conferences looking for presenters, and universities looking for lecturers.

Lectures are typically 40-50 minutes long, and can be on any topic relevant to App Makers.

In Amsterdam, we combine them with lunch, where everyone is encouraged to bring along things to share. This helps build the sharing spirit of the community as well as passing on information.

Because there is a very large expat community in Amsterdam, from many countries, all lectures are done in English. This also helps us to share these talks via video. However, you may choose to have the talks in whichever language is

most acceptable to your local members.

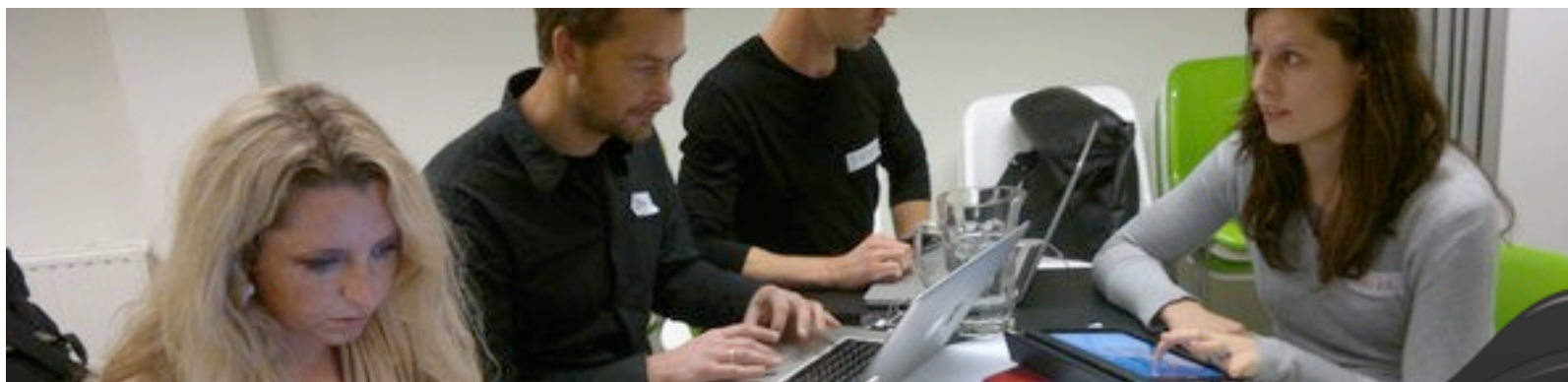
Again, it is helpful if this is done regularly and consistently. The timing and location will be up to you to manage.

For more info, see <http://appsterdam.blogspot.com/p/appsterdam-weekly-wednesday-lectures.html> and <http://appsterdam.blogspot.com/p/appsterdam-speakers-bureau.html>



Speakers receive training and feedback to prepare them to speak at conferences and lecture at universities

## Guru Sessions



Guru Sessions provide an opportunity for sharing information in a more hands-on, practical way than the lectures. Sessions are typically 4-6 hours (i.e. half-day to three-quarters of a day) and very hands-on.

Like the lectures, Gurus come from within the community and receive training on how to speak to an audience. We will provide a “train the trainer” session so you can do this too.

Like the lectures, Guru Sessions in Amsterdam are done in English but you may choose to do them in your local language.

Typically, we charge around €20 for these sessions. The main reason for this charge is to get people to commit to coming, and not just say that they will turn up. The money is then used to buy pizzas/beer for the participants, and to provide a small gift to the presenter.

For more info, see <http://appsterdam.blogspot.com/p/appsterdam-guru-sessions.html>



Together we can make Appsterdam into not just the best place in the world to *be* an App Maker, but the best place in the world to *become* an App Maker.

## Meet the Makers



Our community outreach initiatives are intended to make sure locals benefit from the technology being produced by Appsterdammers.

Meet the Makers tells the story behind an app, and should be of general interest, understandable to anyone.

After hearing about the app, you are encouraged to literally meet the maker, to ask questions, and to

give feedback. Not only should you get a good idea of what the app means for your life or your business, App Makers should get a good idea of how well they are serving you.

Although much of the world's technology is produced in Silicon Valley, people outside the industry don't directly benefit from that. The offices in the Valley don't have better workflows. The municipalities don't have better websites. It's like living next to an oil refinery, but not getting cheaper gas.





## Weekend Fun



Appsterdam believes that it is important to support the families that support App Makers. The way we do this is to have families meet each other at regular Family Weekend events. Children and spouses are encouraged to attend, but so too are single people.

This is actually really important. One of the reasons Appsterdam has such a high participation rate from females, unlike so many other organisations, is because we go out of our way to include so many different kinds of people.

These events are very informal. Examples are: game days, visits to the zoo, tourist excursions within the city and to other nearby cities, movie days, etc.

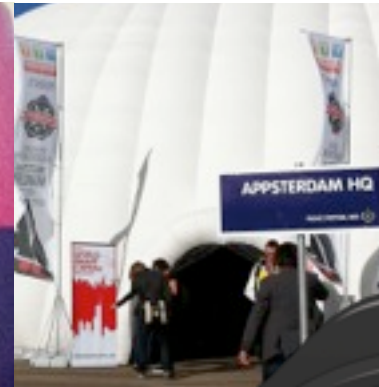
Family Weekends are free to attend but participants pay for any associated costs (e.g. Entry fees to the zoo, etc.)

For more info, see <http://appsterdam.blogspot.com/p/appsterdam-family-weekends.html>

Because App Makers have families too, Appsterdam supports the families that support App Makers







One of the things we as an organisation have been best at is putting on events.

We've held two successful major events: our original launch party, "Summer of Appsterdam" and the followup "Overwinter".

These types of events keep people focused and working. They serve as our chance to show off the ecosystem and the organisation behind it. They also help establish Appsterdam as an authority to the

community, aided by our granting of awards.

They increase the profile of the city, nation, and Europe as technology producers.

They also benefit European developers who are unable to get to events such as Apple's WWDC, or Google's IO conference.

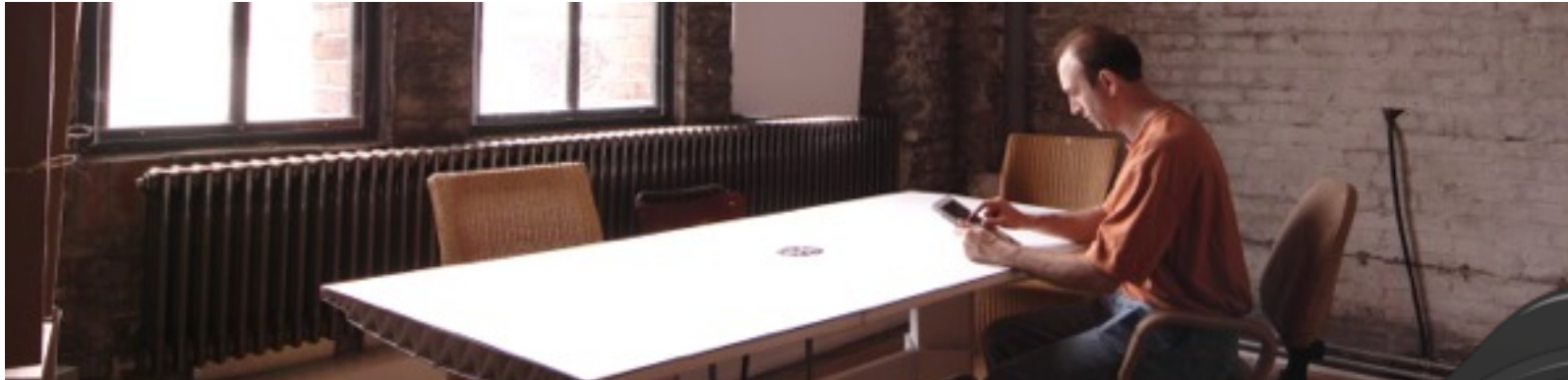
Appsterdam plans to hold at least one major event like this each year in Amsterdam. If you would like to

do the same in your city, let us know.



The time of petty politics between platforms, business models, and specialties is over. Now is the time for tolerance and collaboration. Let us put aside our differences and work together.

## Administration (all the boring stuff)



As with any organisation, there are administrative aspects. Here are some that affect Appsterdam Embassies:

- Each embassy should have its own logo, based on the Appsterdam logo. Although based on the Appsterdam logo, you get to select the unique identifier for your city. We can help with the design, if necessary.
- Appsterdam can help provide speakers and gurus, and we
- would like to help speakers/gurus from your embassy to present at Appsterdam, other embassies, and conferences/events around the world. This is coordinated by the Appsterdam Speakers Bureau and/or Guru Session Coordinator.
- Send us the name(s) or organisers to add to the Appsterdam.rs email list.
- We would like to spread the word about what you're doing.

One easy way to do this is for someone at your embassy to write blog posts on [appsterdam.rs](http://appsterdam.rs) about what you've done.



Get people involved; Appsterdam is a community, and no-one can do it all themselves

## Being an Ambassador



One of the goals of Appsterdam is to be a representative of App Makers in discussions with governments, corporations and other organisations. We can help you to provide that role in your area.

Once you have set up the embassy, we should spread the word. This will mean sending out local and international press releases. We have sample press releases, and can help coordinate this.





## Sponsorship



Appsterdam has major sponsors and is always looking for more sponsorship. If you get any offers of sponsorship for your local embassy, these should be coordinated with Amsterdam to ensure they don't conflict with existing sponsors.

Some of Appsterdam's main sponsors are also looking to provide sponsorship for embassies, so let us know how they could help you.



Remember, Appsterdam is for all *App Makers*, not just developers



Make your city the best place in the world to  
be an App Maker



As Appsterdam continues to grow, we expect to have more embassies throughout the world. It's great to have you onboard starting an embassy in your city. It's very exciting for us, and we hope to visit it soon!

The purpose of the Appsterdam movement is to bring App Makers together. Our goal is to serve App Makers around the world, and we've started that by building a capital in Amsterdam.