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Innovate Summit 2017

CoreHard: Running an Engineering Community
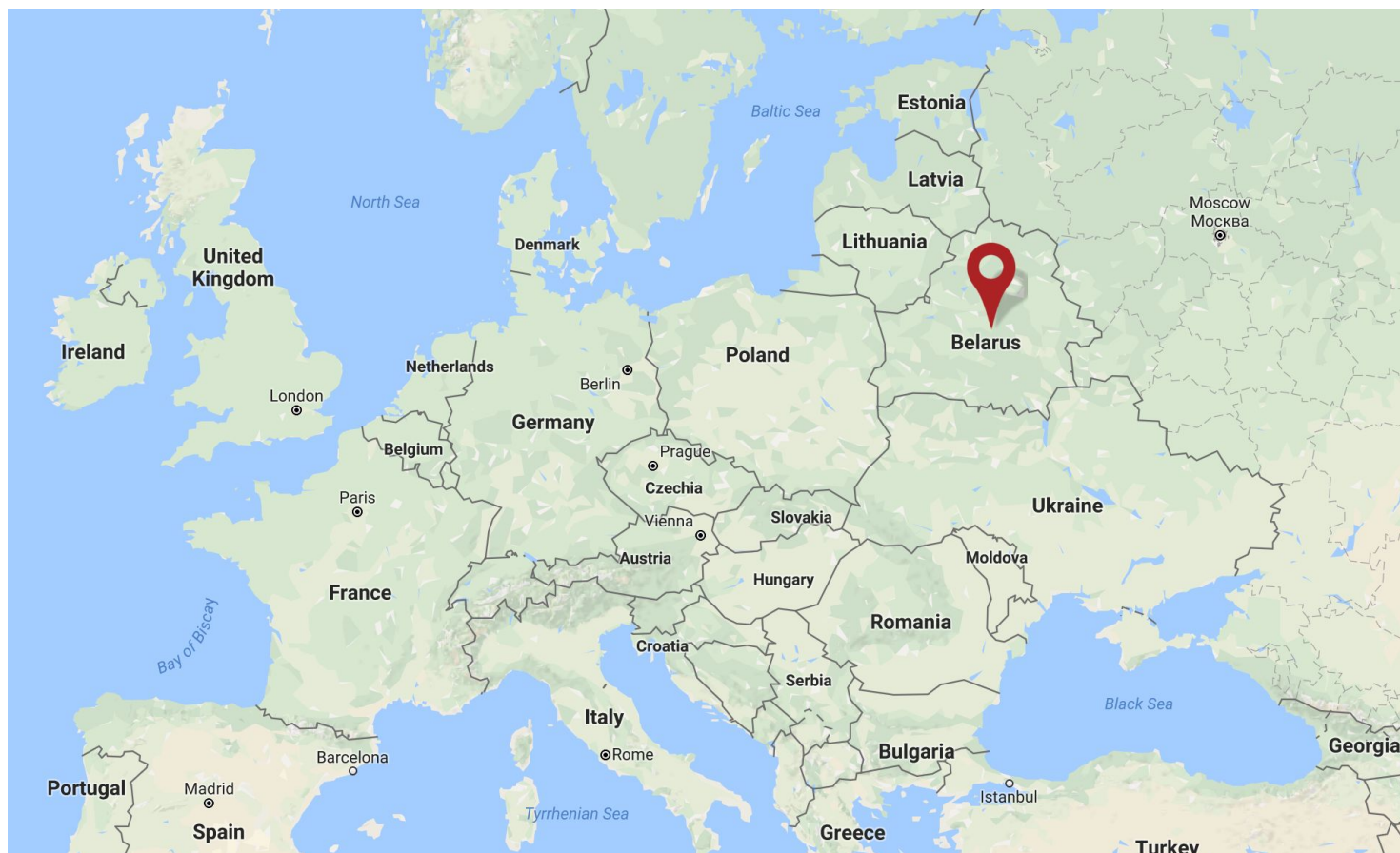
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Worked for Microsoft, Hyper-V in the past
Leader of CoreHard - Belarusian C++ Community

12+ years in engineering and management

COREHARD.BY
C++ COMMUNITY

Belarus

Belarus: **10M** population
Minsk: **2M** population

High-tech park with tax benefits:
1,200+ IT companies
50K+ Employees in IT companies

Home of EPAM, World of Tanks, Viber, MSQRD

Five days Visa-free entry

- Idea to create a local C++ user group
- Two years old (started in 2015, first conference gathered 50 participants)
- Dedicated C++ CoreHard conference
- Hosted **seven conferences** so far; eighth on its way in April 2018
- Audience: 1k+ engineers
- Speakers from Belarus, Russia, Ukraine, Israel, Serbia, Sweden
- Member of worldwide user groups list, community-sponsoring CppCon

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C++ COMMUNITY

Tip #0. Community = Communication

Face-to-face communication

COMMUNITY

CONFERENCE

Conferences/meetups

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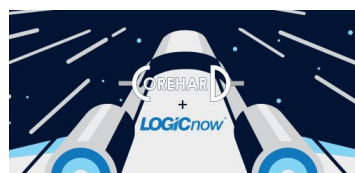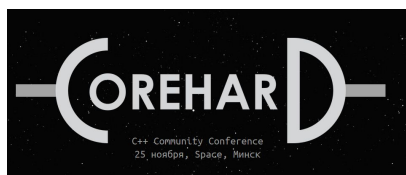
- Free events attract larger audience—and more unpredictable, of course
- Recorded videos of talks from past events on YouTube®
- Live streaming of the events
- Photos from the conferences in social networks

- Community is a crystallization spot
- A community should attract "fresh blood":
  - To gather a critical mass
  - To keep running
  - "Non-professional" speakers burn out the content fairly quickly

Get recognition and better search ranking by connecting with mates, for us worked:

- [C++ Russia](#) - C++ community/conference in CIS
- [CppCon](#) - Woodstock of C++
- [MeetingCpp](#) - largest European C++ conference
- [isocpp.org](#) - C++ standardization committee

That's usually a win-win game

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- Authors of famous books
- Maintainers of libraries/tools (open source or not only)
- People involved into standardizations activities
- Godfathers of industry/languages
- CTOs, CEOs, architects

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- [Community](#) / [conference](#) websites
- Social networks
- YouTube
- IM channels
- Many more

Tip #7. After parties!

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- Local company recognition ("break the ice")
- Appreciation and respect by engineers for supporting the movement
- PR via company speakers
- Informal connections with engineers from other companies
- Encourage innovations in the company: Idea -> Talk (POC) -> Implement
- Team building/motivation and uniting idea
- Exchange experience

Want to be a part of the community?

- meetup.com has plenty of meetups/conferences/user groups
- Join or start one!

Thank you! Any questions?

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