TensorFlow

TensorFlow User Group Guide

Link: goo.gle/tfug-guide

Last Updated: July 28, 2020

Questions? Contact: tfug-help@tensorflow.org

Note: This deck is only shared with: community-organizers@tensorflow.org

Content

TensorFlow Communities

TensorFlow Communities

TensorFlow User Groups (TFUGs)

Google Developer Experts (ML GDEs)

Special Interest Groups (SIGs)

ML Working Groups

TensorFlow User Groups

TensorFlow User Groups (**TFUGs**) are communities of users (developers, engineers, data scientists, etc) who are passionate about TensorFlow and machine learning.

We aim to build and support a global network of TFUGs so like-minded people using TensorFlow and related technologies can exchange knowledge, information and best practices in addition to learning how to apply machine learning using TensorFlow.
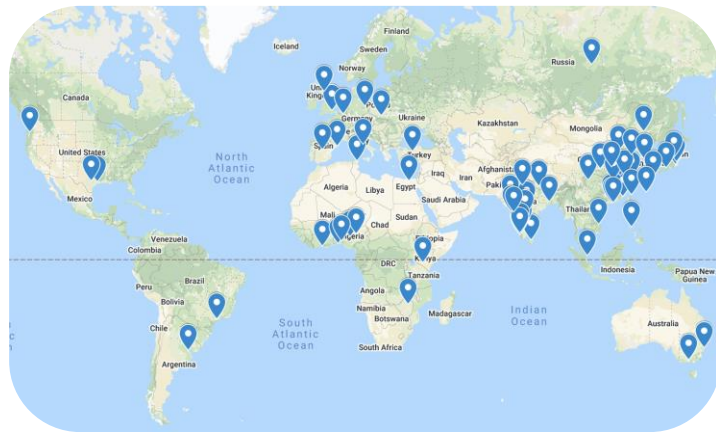
70+ Groups
15+ Countries

ML Google Developer Experts

The ML GDEs are a global network of Machine Learning experts and practitioners from the community, who work closely with Google, in order to advance machine learning education, usage and adoption worldwide.

These experts also play a critical role in technology development and community outreach.

150 ML GDEs
1,107 Public Presentations

Special Interest Groups

The [TensorFlow Special Interest Groups](#) (SIGs) are groups of contributors with a defined project focus. These groups take ownership of specific areas to add and maintain new features.

Our contributor ecosystem includes the SIG Addons, Build, IO, Graphics, Networking, JVM, Micro, Rust, Keras, MLIR, Swift and TensorBoard.


12 SIGs
66 RFCs

ML Working Groups

ML Working Groups are group of Googlers, ML GDEs and TFUG organizers interested in specific ML related areas. It is a great place to discuss and share those topics and also seek like-minded people for collaboration.

Current ML WGs include MLOps WG, ML on Mobile OS WG, ML in JavaScript WG, Explainable AI WG, Diversity and Inclusion WG and more will be added.

The TFUG Organizer meeting note includes all the relevant information and link for each WGs.
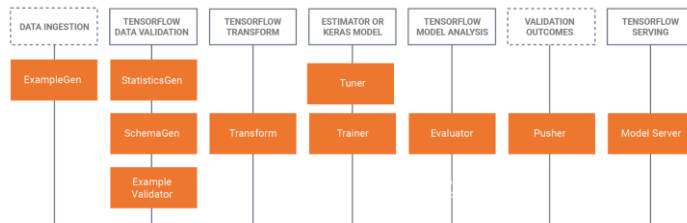
5 Working Groups
with Googlers and ML GDEs

TFUG Community Guidelines

Content

Naming Guidelines

- Do refer to your chapter as **TensorFlow User Group [Geographic Name]**
  - The geographic name should ideally be a city if there are more user groups exist in the same country
  - If yours is the only user group in your country, exception can be given to keep the name with the country name

- **DO NOT** use the word "Google" in your name
- **DO NOT** use the platform of your group in the name (ie: MeetUp)
- The **F in TensorFlow should always be capitalized**
- TensorFlow User Groups are a group of developers who meet **physically or virtually** in the form of meetups. **Standalone whatsapp/facebook/telegram groups won't be recognised.**

Recommended Focus Areas

TFUGs can focus on the following areas:

1. TensorFlow Core Products (TF Library, TF.js, TF Lite, TF Extended)

2. TensorFlow and related products (e.g. JAX, TensorBoard)

3. Google Cloud products related with TensorFlow and ML(e.g. TPU, Colab)

4. Machine learning concepts (like Bias, Fairness etc.) and Domains like NLP

Community Communication

- If you are not a part of community-organizers@tensorflow.org, please send an email to tfug-help@google.com

- Attend the monthly TFUG Global Calls every third wednesday:
    - Asia/Europe at 1.30 PM IST
    - Asia/Americas at 6.30 AM IST
    - Meeting Notes here.

Report Events

Please fill bit.ly/tfug-form once you are done with an event/meetup. It takes less than a minute!

A new TFUG Event?

Hello TFUG Lead,

Hope your meetup went well. Please take 1 minute to fill this short form. This helps us understand how you folks are doing and what kind of events are happening in your communities, which gives us ideas how to help you better.

Thanks

* Required

Brand Guidelines

Content

Logo Creation

Branded Elements

Brand Book Instructions

Step 1

Create a logo for your TensorFlow User Group with your location name

Be sure your name has been approved by tfug-help@tensorflow.org before submitting

Step 2

Add your location specific logo into these templates

Be sure to follow our TensorFlow Brand Guidelines

Logo Template

Logo generator here
Please do not share this URL with others.

Official Logos

	Regular	OnAir
General	TensorFlow User Groups [Download]	TensorFlow On Air User Groups [Download]
Location Specific *see next slide to create a custom logo for your location*	TensorFlow User Group [Location]	TensorFlow On Air User Group [Location]

Typography

Google Sans
Google Sans should be used in titles and headlines at sizes between 18pt and 35pt or 36pt and larger.

Roboto
Google Sans is paired with Roboto for long blocks of copy. We use Roboto for body copy, third-party content, footers, and utility features such as user input fields and for use at sizes smaller than 16pt.

Google Sans

Aa

Regular
Medium
Bold

Roboto

Aa

Thin
Light
Regular
Medium
Bold
Black

Headline

DON'T use black text on an orange background

Either of these logos above can be used on any of the branded elements below.

Social Media Banner

Facebook

Download
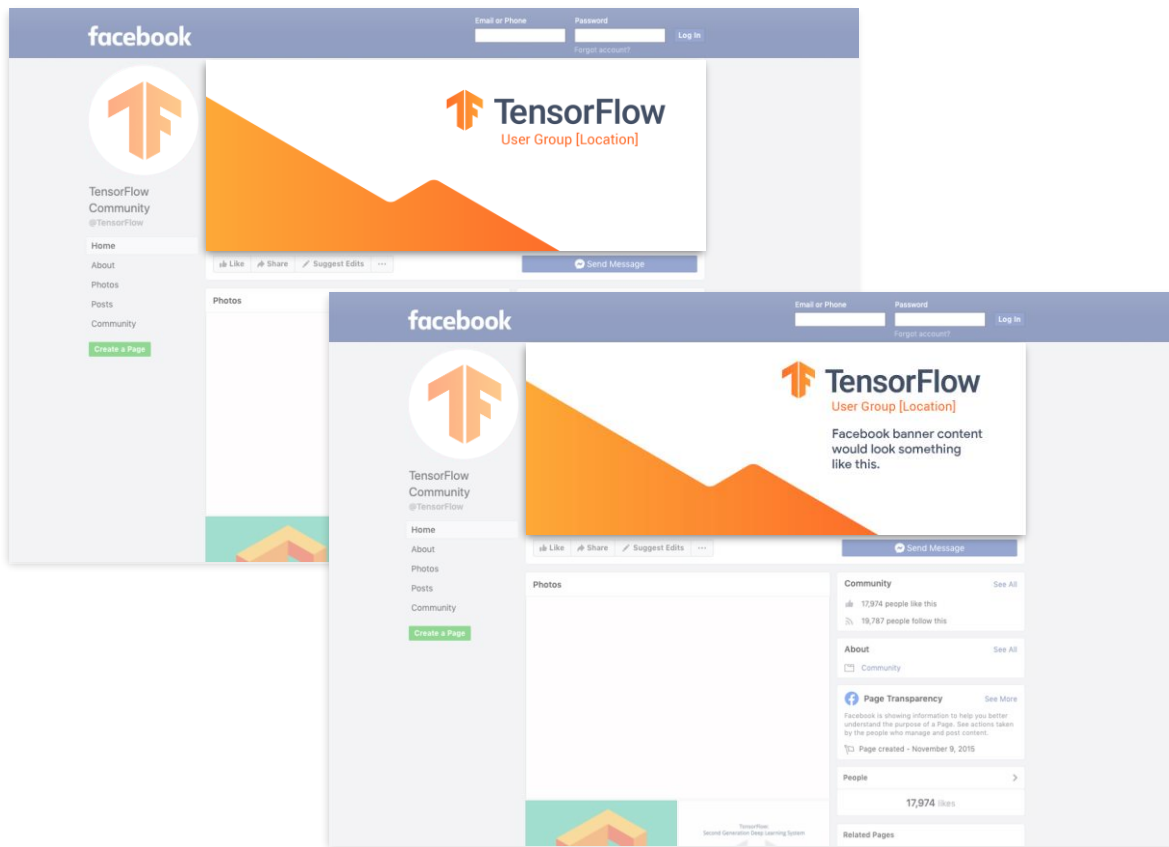
Social Media Banner

Twitter

[Download](#)

Social Media Banner
YouTube

Download
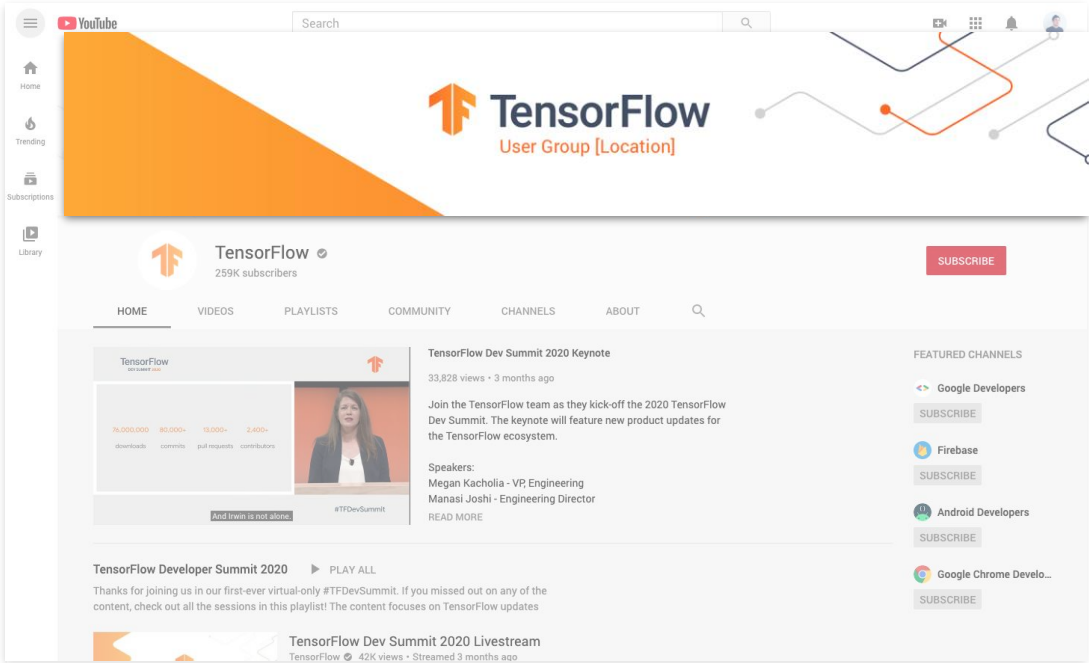
Social Media Banner

MeetUp

[Download](#)

Social Media Promo

Facebook

Download
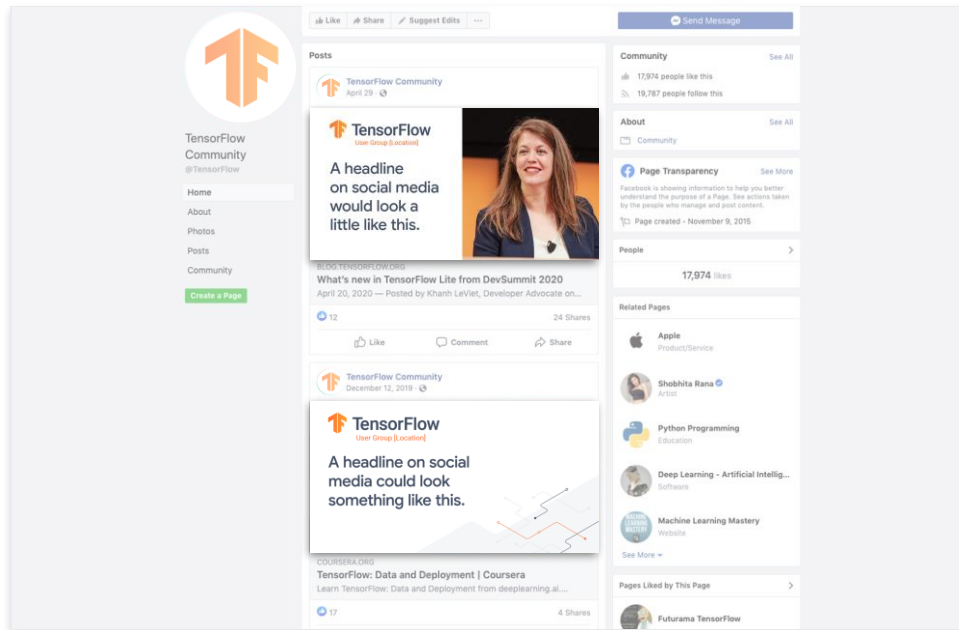
Social Media Promo

Twitter

[Download](#)
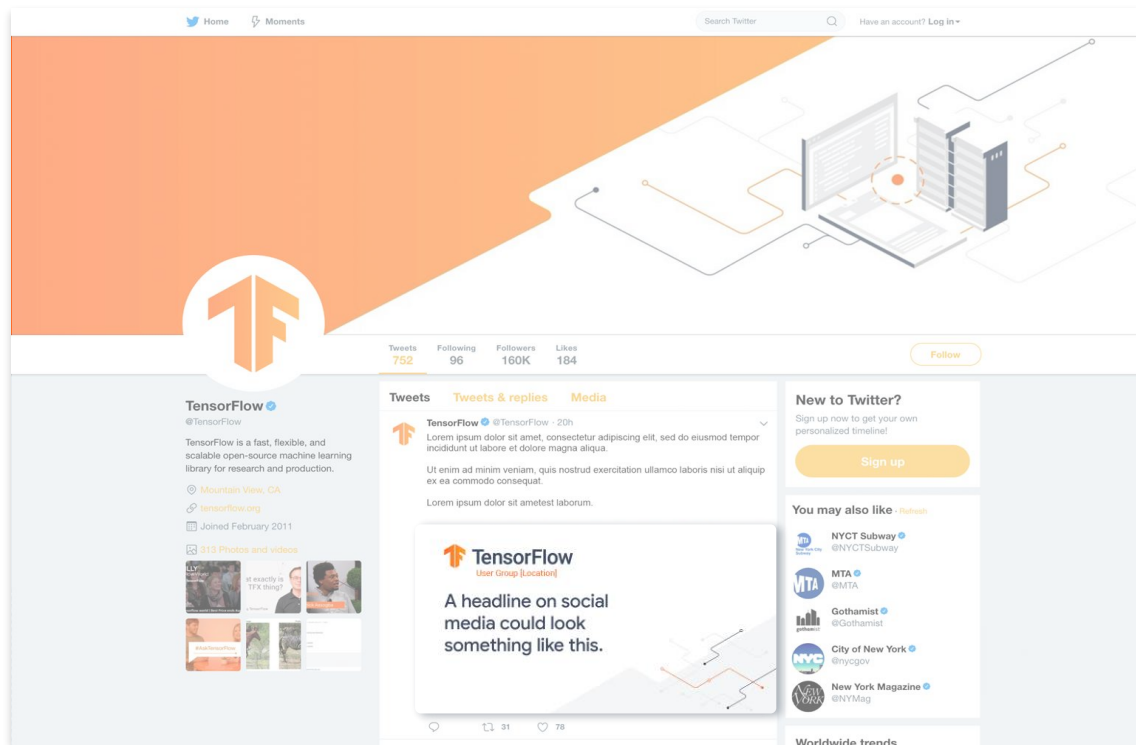
Social Media Promo

Instagram

[Download](#)
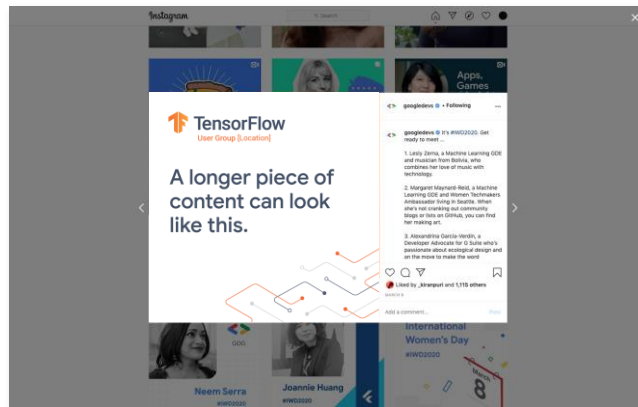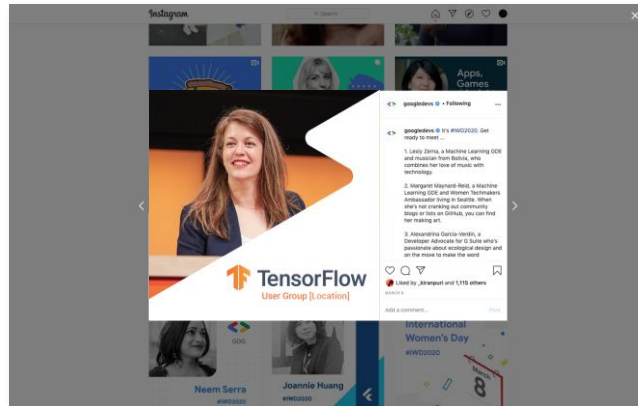
Speaker Slide Deck

Download

Email Template

Download
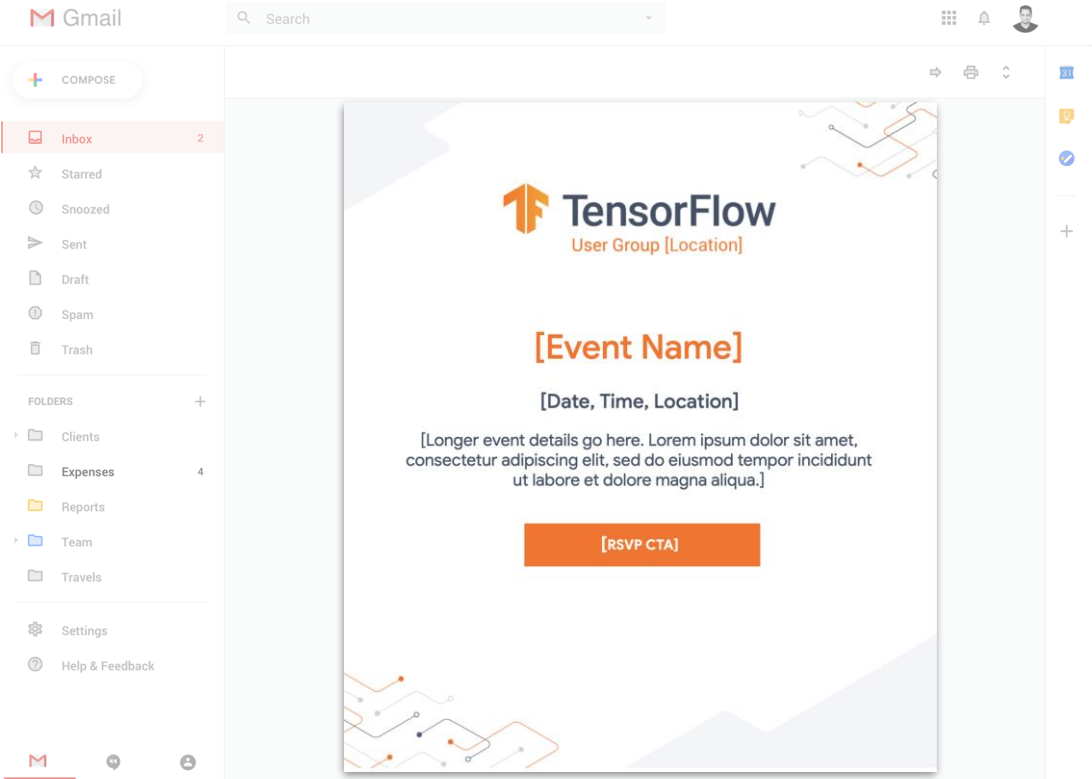
SWAG example

Please check with us
(tfug-help@tensorflow.org)
before bulk purchasing swag.

Online Event Guidelines

Content

Event Planning Timeline

Before the Event

During the Event

After the Event

Event Planning Timeline

Before the Event	During the Event	After the Event
• Planning • Engagement • Setup • Hosting Platforms	• Event Team Roles & Responsibilities • Time Guidelines • Sample Agenda • Best Practices	• Post-event Follow-up Sample • Post-event Survey Questions Sample

Before the Event

Planning	Engagement	Setup

❑ Set goals and objectives
❑ Understand your audience and their skill level
❑ Choose event format (workshop, Doc Sprint, Tech Talk)
❑ Decide on topic / product area(s)
❑ Schedule a date and time
  ❑ Allow at least 4-6 weeks for preparation
❑ Find speaker(s)
❑ Establish event team
❑ Create agenda
	❑ Send event announcement (at least 2 weeks before your event)
	  ❑ Social
	  ❑ Email
	  ❑ Meetup page
	❑ Send event invite link (1 week before your event)
	❑ Send reminder email (24 hours before your event)
	❑ Send post-event follow-up / survey
		❑ Choose the platform that works best for your region
		  ❑ Google Meet
		  ❑ YouTube Live
		  ❑ StreamYard
		  ❑ Facebook Live
		  ❑ Zoom
		  ❑ Feishu
		  ❑ Tencent (Voov) Meeting
		❑ Use a laptop / PC with a good camera and microphone
		❑ Check and confirm platform settings
		❑ Do a test run the day before to test out presentation, equipment, and internet speed

Hosting Platforms

	Features	How to join	# of participants	Requirements	Resources
Google Meet	Unlimited meetings, live chat, multiple presenters	Invite	Up to 250	Gmail account	Google Meet Playbook, Training and help
YouTube Live	Real-time livestream, live chat replay; recording options: web cam, mobile cam, encoder	Link	Unlimited	*For mobile livestream,* 1000+ subscribers on your channel	YouTube Live Playbook, YouTube Creator Academy
StreamYard	Live video studio in the browser, multiple platform integration	Link	Unlimited	Chrome, Firefox and Opera browsers. Free version is limited to 20 hours streaming per month	StreamYard User Guide, StreamYard Tutorial, Pricing
Facebook Live	Livestream on a Page, group, or event, live chat; recording options: Facebook mobile app or encoder	Link	Unlimited (public livestream)	Facebook account. Time limit: 8 hours on a computer / API and 4 hours on mobile.	Facebook Live User Guide, Tips for Facebook Live
Zoom	Video conference, content sharing, live chat, record locally or to the cloud	Link	Up to 100 (free)	Zoom account	Zoom User Guide, Pricing
Feishu	Livestream, content sharing, real-time collaboration, subtitle options, live chat, sync to other platforms	Link	Unlimited (public livestream)	Chinese mobile number	Feishu User Guide
Tencent (Voov) Meeting	HD video conference, content sharing, instant text messaging	Invite	Up to 100 (free)	Chinese mobile number	Sign up for Voov Meeting, Pricing

During the Event

Roles & Responsibilities	Time Guidelines	Best Practices
Host Ensures the event starts and ends on time, introduce ground rules and speakers **Presenter / guest speaker** Delivers content/training **Chat Moderator** Have at least 1 moderator to monitor live chat for questions from the audience. Help engage attendees with questions and comments	**TFUGs OnAir:** 2.5 hours max **Workshops:** 1-2 hours **Meetups:** 1-1.5 hours **Q&A:** 10 minutes or less at the end of each talk	✓ Encourage attendees to ask questions in the live chat ✓ Allow time for Q&A after each talk ✓ Presenters should keep their camera on at all times ✓ Follow up on questions and unclear topics

After the Event

Post-event Follow-up Sample:

Hi TensorFlow Community,

Thank you for joining our first TFUGs OnAir event for TFUG [name] on [date]!

In this event, we covered:
- [topic 1]
- [topic 2]

Here are additional resources for you:
- [link]

If you missed event, you can watch the recording here [link]. Please fill out this survey [link] to let us know more about your experience!

Thank you,
(Your name)

Post-event Survey Questions Sample:

- Did you find this event to be useful?
- Do you plan on attending more events in the future?
- What did you like most about the event?
- What topics would you like to learn more about?
- How can we improve for the next event?

Send post-event survey to understand attendees experience and to find out more about what topics they're interested in for future events.

TFUGs OnAir

Content

About

In order to connect during these times, we are launching a new global series called **TFUGs OnAir**. These are locally organized virtual events by TFUGs (TensorFlow User Groups) with an aim to share the latest in TensorFlow, connect with the local community, and hear directly from the TensorFlow team, including time for live Q&A.

General CTA: Be sure to reach out to your local TFUG here for more information. We hope to see you at a virtual event soon!

Note: We are encouraging TFUGs in nearby locations to collaborate and host together.

Calendar of TFUG OnAir Events

- An event series by Tensorflow User Groups virtually in November
- Each event is expected to be between 90-150 minutes (maximum 2.5 hours)
- Each community is free to choose the platform of their choice
- More details on this is coming soon :-)

Logo

These logos can be added
to any of the formatted
templates here.

TensorFlow **On Air**
User Groups

TensorFlow **On Air**
User Group [Location]

TFUGs OnAir Invitation Comms

- Send event announcement and include RSVP link using your prefered platform (Eventbrite, Facebook groups, Meetup.com, or Google form, etc) to keep track of how many people will be attending

- Do not share event link directly on social media

Hi TensorFlow Community,

In order to connect during these times, we are participating in TensorFlow's new global series called **TFUGs OnAir.** These are locally organized events by TFUGs (TensorFlow User Groups) with an aim to share the latest in TensorFlow, connect with the local community, and hear directly from the TensorFlow team, including time for live Q&A.

Our TFUGs OnAir event for TFUG [Name/Location] will take place on [date and time].

This event will include:
A keynote to learn the latest in TensorFlow covering, XYZ
[topic 2]
[topic 3]

Come learn about TensorFlow, meet the community, and find out how you can contribute!

RSVP for the virtual event here [link].

Thank you,
(Your name)

TFUGs OnAir Keynote

A keynote deck will be added here with detailed talking points.

In terms of presenting, there are 3 options:

- Play a pre-recorded version available in English & Chinese (will be added early November)
- Use this deck and have a person of your choice present
- Have your drop in TensorFlow member present the content live

Content Packs

[2020 TensorFlow Dev Summit Slides](#)
[2019 TensorFlow Dev Summit Slides](#)
https://www.tensorflow.org/learn
[Tensorflow Youtube Channel](#)
[Machine learning Crash Course](#)
More coming soon!

TensorFlow Certificate

The goal of this certificate is to provide everyone in the world the opportunity to **showcase their expertise in ML in an increasingly AI-driven global job market.** This certificate in TensorFlow development is intended as a foundational certificate for students, developers, and data scientists who want to demonstrate practical machine learning skills through the building and training of models using TensorFlow.

In order to successfully take the exam, test takers should be comfortable with:

- Foundational principles of ML and Deep Learning
- Building ML models in TensorFlow 2.x
- Building image recognition, object detection, text recognition algorithms with deep neural networks and convolutional neural networks
- Using real-world images in different shapes and sizes to visualize the journey of an image through convolutions to understand how a computer "sees" information, plot loss and accuracy
- Exploring strategies to prevent overfitting, including augmentation and dropouts
- Applying neural networks to solve natural language processing problems using TensorFlow

Exam cost $100 USD. Stipends are available.

TensorFlow.org/certificate

Thank you!

Questions? Contact: tfug-help@tensorflow.org