Local – Quarterly
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purpose

Connecting smart technical people at local city events.

goal

Expand from 3 cities to 10 cities for officially branded local meetups.

status

8 Fall 2015 events

2026 technical peers
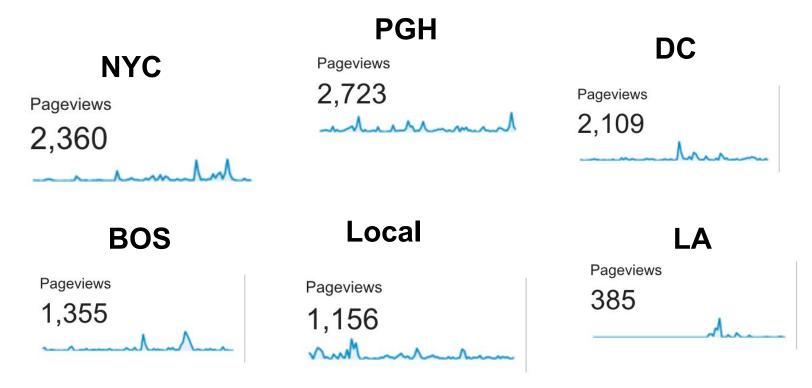
21 organizers

6 meetup groups

last 3 months

Attention

1. Pittsburgh
2. New York City
3. Washington, DC
4. Boston
5. Los Angeles

Engagement

1. New York City
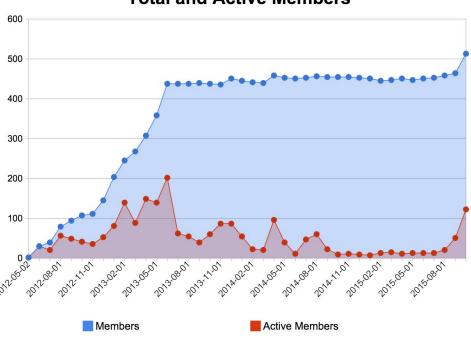2. Washington, DC
3. Boston
4. Pittsburgh
5. Los Angeles

attention

PGH

NYC

DC

Pageviews

Pageviews

Pageviews

2,723

2,109

Pageviews

2,360

BOS

Local

LA

Pageviews

Pageviews

Pageviews

1,355

1,156

385

engagement

NYC

Total and Active Members

engagement

DC

Total and Active Members

Members   Active Members

engagement

BOS

Total and Active Members

Members · Active Members

engagement

PGH

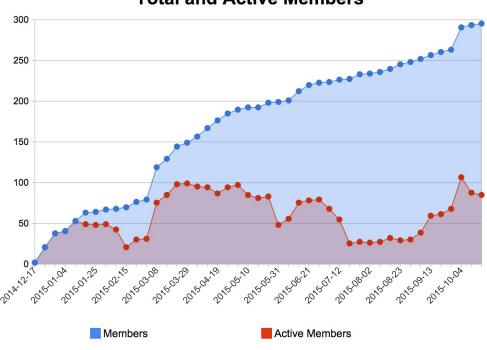**Total and Active Members**

engagement

LA

Total and Active Members
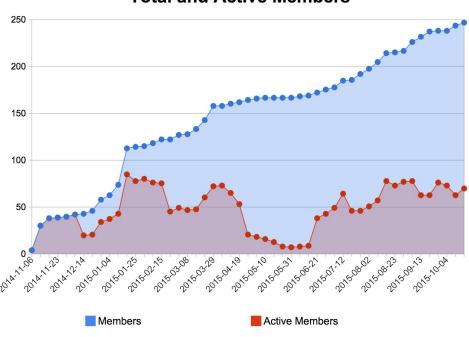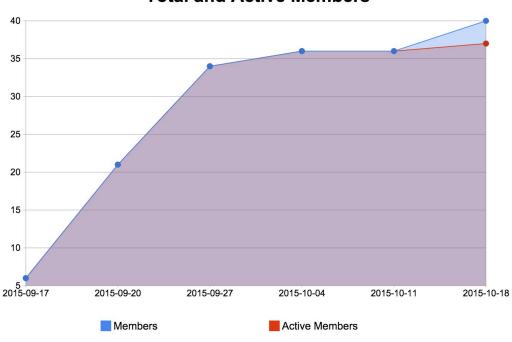
sponsorships

RocketFuel in PGH

Goldman Sachs in NYC

Backtrace.io VM for local website

learnings

Student chapters really appreciate an in-person vistor, tremendously!

Student chapter leaders are collaborative.

Pro chapters have a long memory and take more time to nurture relationships

Consistency in meetup group events are key to a big city presence

next 3 months

70% - Speaker leads and existing organizer relationships, local.acm.org upgrade

20% - Expansion into Chicago, Raleigh, and Houston

10% - Membership value, incentives, ACM Event Kit

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