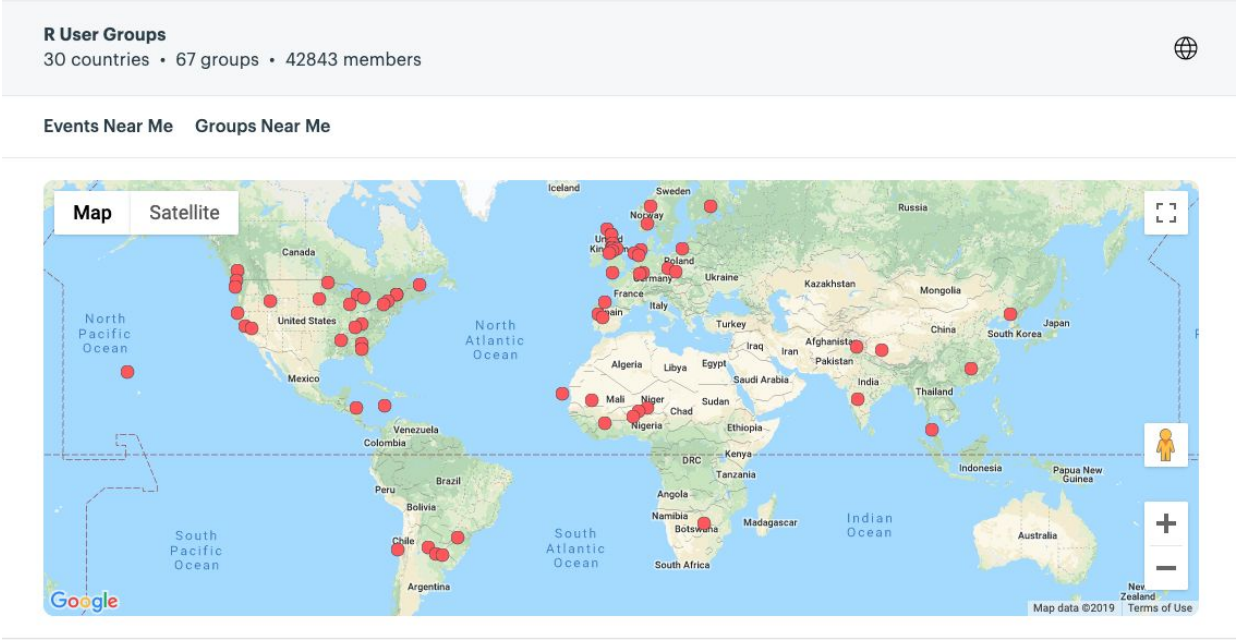
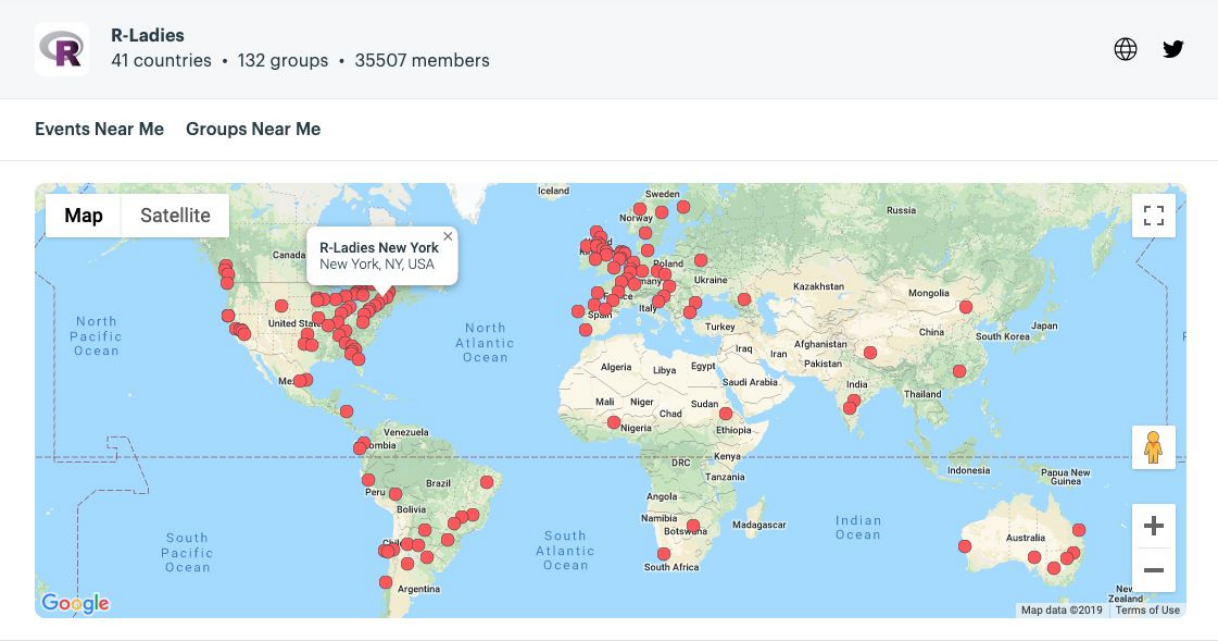
Meetup Organizers Webinar

Best Practices and Tips (March 2019)

R Consortium has a thriving, global community of over **42,000 people** who get together in-real-life for discussions, tech talk presentations, and panels about R.



R-Ladies has a thriving, global community of over **35,000 women** who get together in-real-life for discussions, tech talk presentations, and panels about R.



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1. How to get members to show up to your Meetup events
2. How to find speakers
3. How to build your leadership team
4. Meetup product updates

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How do I get more members to show up?

Pre-event engagement:

- Engage members by writing event comments
- Send personal messages (e.g. to first timers)
- Send emails with relevant information prior to the Meetup event

How do I get more members to show up?

Set the tone

Make sure your intentions and expectations for the Meetup event are clearly communicated, so members know exactly what they're walking into.

- Agenda
- What should people bring?
- Is there a special meeting place?
- Make members aware of potential roadblocks beforehand
- Be open to questions

How do I get more members to show up?

Consistency

Create regularly scheduled Meetup events to create a routine for members while having a variety of activities to make sure they are appealing to the different types of members you may have

A suggested monthly agenda could be:

- One social night out
- Three events hosted during a week day
- One event hosted during the weekend

How do I get more members to show up?

Create a great in-real-life (IRL) experience

This is key! Members will keep coming back if they have a good time, form positive connections, and get value out of the event.

- Let your personality shine!
- Greet everyone especially if they’re new
- Identify your champions: make your invested members feel special by giving them small responsibilities like greeting new members or checking people in
- Take pictures

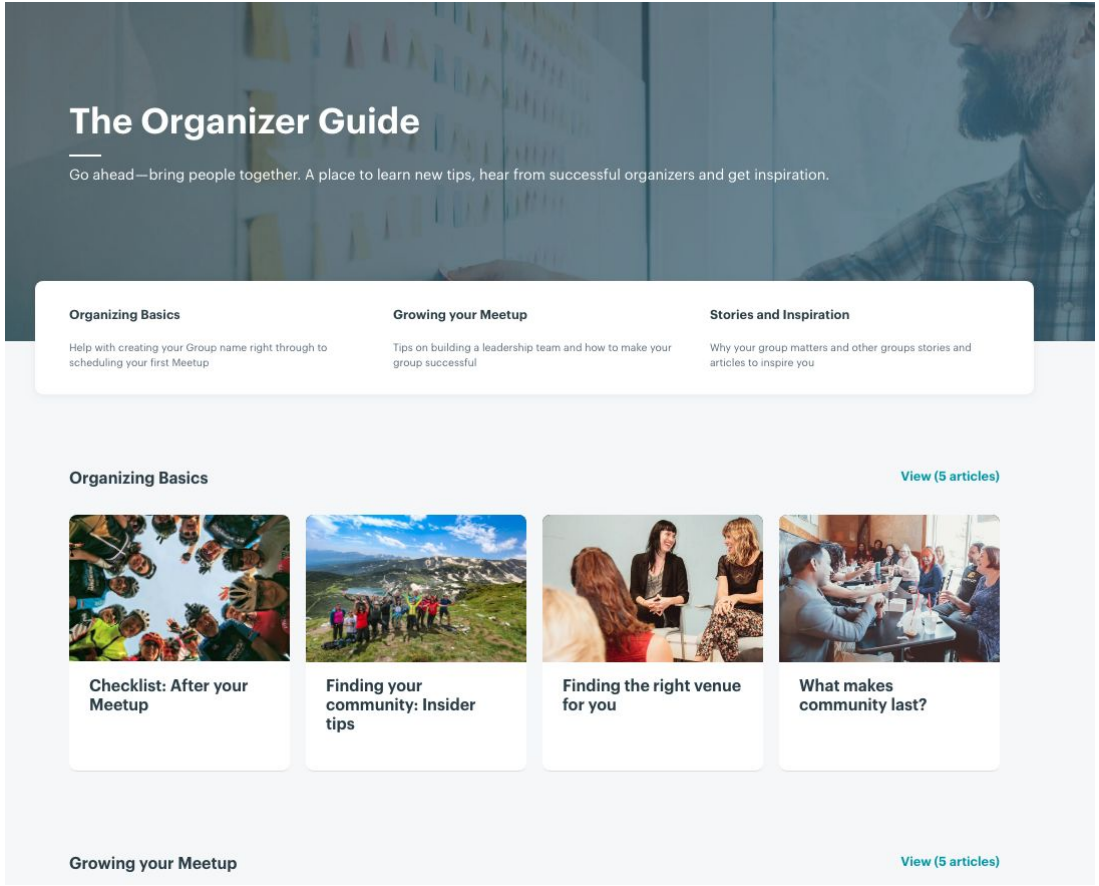
How do I get more members to show up?

Post-event engagement

Keep the conversation going after the event

- Upload photos
- Ask for feedback/suggestions from the attendees
- Thank attendees in the event comments
- Encourage people to RSVP to the next one
- Personally reach out to those who didn’t show up

The Organizer Guide: LINK



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How do I find good speakers?

- Ask your group members. They can be your best resource!
- Create an introductory path for members to speaking at events
- Look at what other similar Meetup groups in your area are doing
- If distance/travel is a barrier, use a video conference tool to bridge the gap

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Why have a leadership team?

- **Distribute the workload**: Additional leaders allows you to delegate organizing responsibilities.
- **Encourage collaboration**: Having more leaders empowers them to learn leadership skills and builds trust in your community.
- **Reward members**: Assigning leadership roles is a great way to let a member know you love their passion and ideas.
- **Ensure continuity of the group:** Having a larger leadership team will ensure that your group continues in the event where you can no longer fulfill your leadership duties.

Who should be on my leadership team?

Here are some key characteristics we've identified that make up a great group leadership team member:

- **Dedicated**
- **Empowers Everyone**
- **Organized**
- **Passionate**

How to recruit members as group leaders?

- Target specific members who would be great leaders (instead of posting a general announcement)
- Ask members to help with specific tasks or events (instead of asking for general help)
- Recognize the great work current leaders are doing to inspire other members to step up and participate

Roles on a group’s leadership team

In addition to the primary organizer, there are three roles on a group’s leadership team: co-organizers, assistant organizers, and event organizers. Each role has different levels of access to a group’s organizer tools:

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Meetup Product Updates: LINK

New Product Updates

Follow

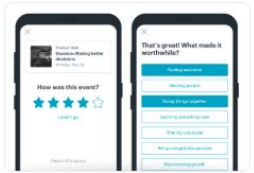
The latest updates to your Meetup tools on the web and apps.

February 2019

Find and connect with friends on the new members page

Finding and messaging a member of a group is now simpler on the updated members page. We've made it easier to sort and message ...

Learn More



January 2019

"Good to see you" emails and staying in touch after an event

In 2018, we tested the tools that help organizers stay in touch with members after an event. We set out to understand how organ...

Learn More

December 2018

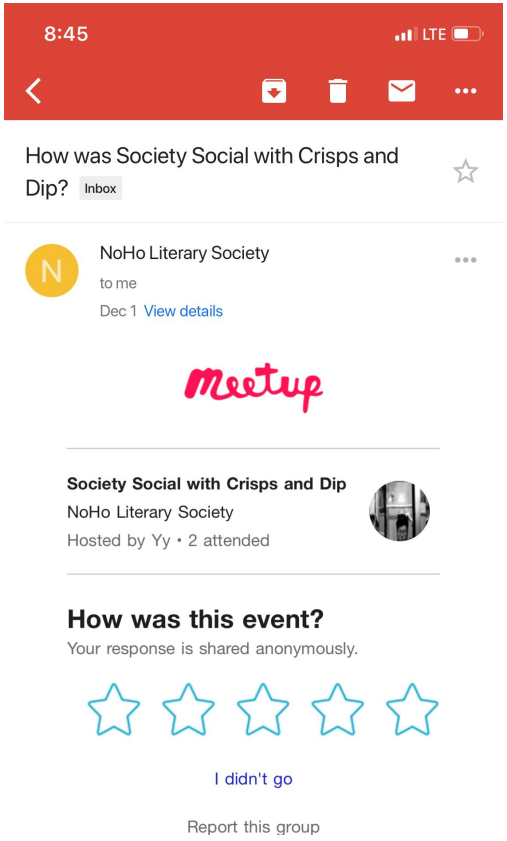
Improved location search when creating events

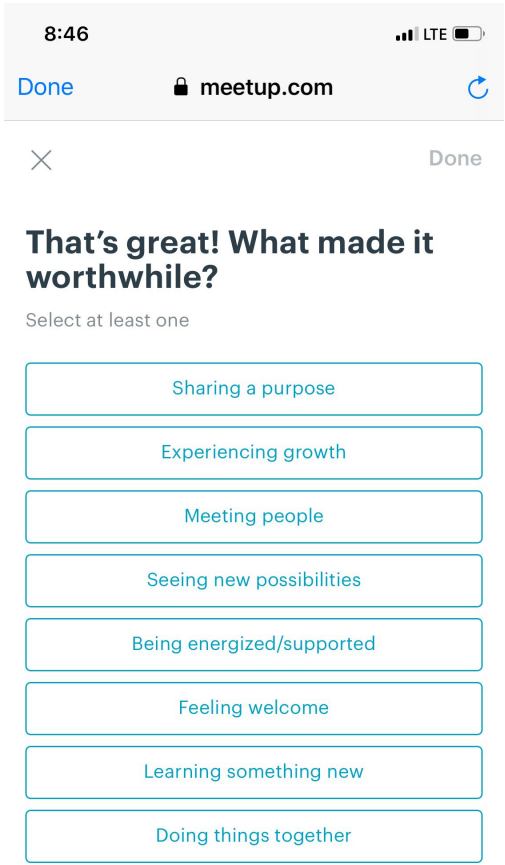
To help organizers find the right location when they're creating an event, we're teaming up with Google to make our search resu...

Learn More

Upcoming Product Updates: Event Feedback

All attendees (non-host) of your events will receive an email after the Meetup event.





What’s next?

- We’ll answer your questions
- We’ll send this webinar recording and presentation slides to you

Thanks for your participation!