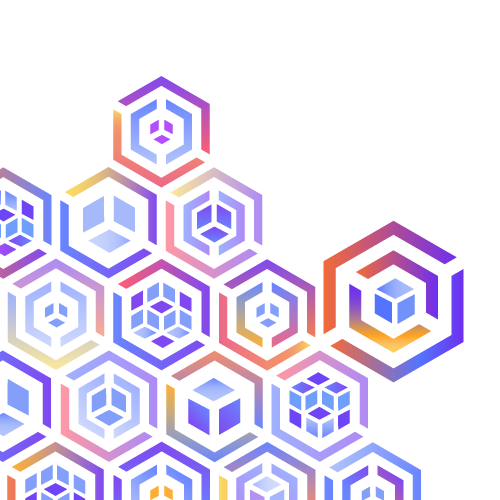


Planning Guide



AWS Community Day

2019 Global Playbook

Updated by Shantavia Craigg December 9, 2019

The purpose of this document is to outline the process for supporting AWS

Technical Communities in delivering AWS Community Day events globally.

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# Introduction to AWS Community Day Events

AWS Community Day events are one-day, community-led conferences where all content, including event logistics, is owned and delivered by community leaders (no Amazon employee-led talks).

Community Day events are available to everyone interested in learning more about AWS services and networking with like-minded tech professionals. Content is typically targeted at developers, existing AWS customers who want to dive deeper into the platform, and tech professionals who want to learn more about some of our newest services. These events are meant for a subset of AWS developers who have a strong preference for peer-to-peer learning, and tend to shy away from attending AWS-led events such as Summits or re:Invent.

The first AWS user community to launch an AWS Community Day was Tokyo Japan, in 2014, with an event called JAWS-DAYS. The JAWS-DAYS event has taken place annually since 2014, each time drawing over 1 thousand attendees. JAWS-DAYS is in many ways the inspiration for AWS Community Days around the world: organized by community leaders, inviting prominent community influencers to lead talks, enabling interactive experiences, networking, and peer-to-peer knowledge sharing. As of 2019, AWS Community Days have grown to be held in over 24 cities across the world [[Appendix A].](#_Appendix_A_–)

If you’d like to bring an AWS Community Day to your region, this guide can help you! Each Community Day will be unique, so this guide is simply meant to provide an overview of some successful tactics from previous Community Day events. See the planning schedule below to see how to get started.

# AWS Community Day Event Planning Schedule

\*Note this is an example and is subject to change based on organizer’s needs

* Event minus 6 months: begin discussing with [community leaders](#_(_Develop_a) to establish a team
* Event minus 5.5 months: establish tentative dates
* Event minus 5.5 months: begin [venue](#_(_Select_a) research
* Event minus 5 months: finalize Community Advisory Board
* Event minus 5 months: create a timeline to track event tasks
* Event minus 5 months: [develop a budget](#_Develop_a_budget_1) and decide how [money will be handled](#_Decide_how_money_1)
* Event minus 5 months: begin sourcing [speakers](#_(_Plan_Content) (call for papers)
* Event minus 4 months: finalize venue selection
* Event minus 4 months: customize [creative assets](#_Decide_how_Money)
* Event minus 4 months: begin sourcing [sponsors](#_Find_Sponsors)
* Event minus 3 months: design version 1 of the [session outline](#_(_Plan_Content)
* Event minus 3 months: begin developing [registration website](#_Event_Website_and)
* Event minus 2.5 months: send save the date [promotion](#_Email_Promotion)
* Event minus 2 months: deliver final version of session/topic outline
* Event minus 2 months: open registration/event webpage, email/social [promotions](#_(_Promote_the) begin
* Event minus 4 months: finalize [sponsors](#_Find_Sponsors)
* Event minus 2 months: begin gathering volunteers
* Event minus 6 weeks: finalize session titles & abstracts
* Event minus 4 weeks: collect all sponsorship funds
* Event minus 4 weeks: confirm and add all speakers to the website
* Event minus 4 weeks: develop a [code of conduct](#_(_Develop_and)
* Event minus 3 weeks: send promotional last chance email/social media posts (if needed)
* Event minus 1 week: create and share a list of [day of logistics](#_(_Create_a) with volunteers
* Event minus 3 days: send reminder email/social media posts
* Event plus 1 week: send [thank you email](#_Email_Promotion) and capture event [metrics](#_(_Send_an)

# 🞎 Develop a Team

AWS can provide guidance and support where requested, but to uphold the authenticity of peer-to peer learning AWS will not be directly involved in planning or execution of AWS Community Day events. In order to plan event logistics and source session topics, typically a “Community Advisory Board” is formed, comprising of up to 10 local community leaders. These tend to be a mix of AWS Heroes, local AWS User Group leaders, and other passionate local AWS enthusiasts. The Advisory Board will be in charge of all elements of event planning/logistics, as well as content, session tracks, speaker selection, and speaker preparation.

After establishing a Community Advisory Board, usually the group of community leaders will then assign each other to various tasks (e.g. one person is assigned to source venue, one person is assigned to food/beverage, one person assigned to marketing, one person assigned to financials, two people assigned to agenda/speaker selection, and etc.). A simple project plan on a shareable document site to track tasks, owners, deadlines, and statuses has shown to be very helpful in maintaining expectations and spreading workload. To maintain expectations and board member motivation we also recommend developing a yearly contract detailing board member time commitment as well as using a responsibility naming convention like “Finance Chair” or “VP of Sponsors”.

It is recommended that organizers source volunteers early on in the planning process as well as having the volunteers reconfirm 2 months in advance. We recommend also establishing a volunteer leader to direct volunteers upon arrival as Community Advisory Board members will be very busy throughout the day of the conference. We also recommend sourcing volunteers for positions like: session time keepers, runners, greeters, parking directors, help desk attendants, live social media managers, discussion moderators, and set up/ take down assistants. It would be helpful to establish a group chat just for volunteers and organizers to quickly remedy issues that will arise throughout the day.

With this guidance, AWS feels confident in the Advisory Board’s ability to create technically accurate content that is properly positioned. We trust that new organizers community leaders are valued partners who we’ve collaborated with many times and who are already out in the community leading AWS-focused talks regularly. We also trust that the community advisory board will consist of members from various companies and is not influenced by one company.

# 🞎 Select a Venue

When selecting a venue and a date, organizers need to keep in mind, the dates of AWS events and other popular industry events. After selecting a tentative date, organizers should estimate event scale based on user group and other community event attendance. Some communities choose to select an event space first to determine the target audience size. When selecting a venue, keep in mind that hotel and convention center space tends to be more expensive and less flexible when it comes to catering, A/V, and other onsite vendors. Strong preference is placed on venues that allow outside vendors like catering and personal A/V. Venues that require in house catering often markup prices almost 300%+ of what independent caterers would bid.

#### Large-scale event, moderate funding

For an AWS Community Day event with a target attendance of 500+, typically a conference center or large co-working space will be a suitable venue. An ideal venue should include 1 large session room big enough for a keynote-style talk, two medium-sized session rooms to accommodate 2 concurrent session tracks, and a smaller room to handle hands-on labs or workshops. Final venue selection should be done to align with recommended content & agenda provided by the Community Advisory Board.

#### Medium-size event, minimal funding

For AWS Community Day events with a target audience of 200-500, and minimal funding available, there are various different options:

* An Amazon office.
* A large AWS customer or partner office (e.g. in 2018 Morningstar corporate headquarters hosted an AWS Community Day event in Chicago for 350 attendees at no cost with event staff)
* Seek sponsorship from a local government (e.g. the City of Cologne, Germany provided space to accommodate 300+ people for a Cologne AWS Community Day in September 2017)
* Creative solutions such as movie theaters and universities

Each AWS Community Day will be different! For an AWS Community Day event of any size and venue, a best practice is to have on-site AV support to address outages or escalations quickly. Internet is the most important asset for developers and the first thing attendees will complain about, so make sure sufficient resources are invested here.

# 🞎 Plan Finances

#### Develop a Budget

Begin sorting out the finances of the conference by collecting quotes and estimates for expenses to determine your breakeven point. We suggest adding 10% to cover price inflation. Please note that organizers will often have to put down a deposit to secure the venue which may be due before outside sponsorship funds are received.

Typical AWS Community Day expenses include:

* Venue
* Internet
* Catering
* Swag
* Nametags
* Check in gear
* Signage/other prints
* Speaker gifts
* Decorations
* Insurance
* Taxes
* Audio/visual
* Promotion
* Volunteer T-shirts
* Permits

#### Decide How Money Will Be Handled

Whether charging a registration fee or mainly relying on sponsorships, obtaining large sums of money comes along with tax implications. Many organizers choose to hire an outside organization to generate invoices and accept/make payments. Organizers may also choose to register in their country as a nonprofit, however this is a more extensive process. Past AWS Community Day organizers have utilized [Konfhub](https://konfhub.com/why-choose-us.html), [Opus](https://www.opusagency.com/services/), and [Conference Ops](http://www.conferenceops.com/services) to handle money.

### Plan Sponsorships

AWS Community Day events are typically available at no-cost to attendees. However, of course these events cost money to put on. In some markets, AWS may be able to be a primary event sponsor. Most often outside sponsors will also be needed.

#### Develop a Sponsorship Package

After getting estimates for a budget, organizers should develop a sponsorship prospectus based on the total expenses and estimated income received from registrations. Please explicitly state the sponsorship benefits received, so sponsors know exactly what is and what is not included with sponsorship. A sponsorship prospectus often includes:

* Sponsorship deliverables/ why sponsor
* Exclusivity/ value of this purchase
* Customer value from sponsorship
* Description of your user group and how many members
* AWS Community Day event overview
* Reasons to attend
* Demographics/types of attendees
* Sample agenda
* Past AWS Community Day performance and/or photo/video attachments
* Sponsorship tiers (see [Appendix C](#_Sponsorship_Tiers) for an example)
* Clearly defined terms and conditions of buying a sponsorship package
* How to reserve sponsorship

#### 

*See* [*Appendix C*](#_Appendix_C_–) *for a recommended a sponsorship prospectus.*

#### Find Sponsors

Local tech companies are often interested in sponsoring. Startups are also often interested in trading work for small promotions. For instance, a small social media agency could barter services like paid social promotion in exchange for a sponsorship package from your event. When seeking sponsors for AWS Community Day events, sponsored swag, giveaways, or a small partner “demo room” with sponsored booths are often benefits given to sponsors. **However, no partner-sponsored talks should be delivered at AWS Community Day events, as this contradicts the overall authenticity of community peer-to-peer knowledge sharing.** To encourage interaction with sponsors, organizers can place food stations near sponsor booths and organize the venue rooms in a way that requires attendees to pass by sponsors to enter the keynote. If needed, your local AWS contact can also help connect you with local partners/customers who may be interested in sponsorship. If you are not aware of your local contact, please email [awscommunity@amazon.com](mailto:awscommunity@amazon.com). You can also ask questions about receiving sponsorship in the AWS Community Day organizer Slack channel (#community-day-organizers) within the AWS Usergroup Leaders workspace.

# 🞎 Design Creative Assets

Organizers are provided with a [file](https://amazonwebservices.app.box.com/s/d44m6h65vgne1fmusstt3z3k20dmp4pj/folder/47032095275) that includes AWS Community Day design assets and a style guide with instructions on how to use the assets. The assets included are as follows:

* Agenda flyer
* Welcome poster
* Meter boards (signage designs)
* Web banners
* PowerPoint templates
* T-shirt example
* Various site merchandising templates.

All logos have been provided in the design file. There is no need to recreate artwork. Please do not recolor or stretch the AWS Community Day logo provided. Note that CMYK files won’t appear as bright as those in the style guide. When referring to AWS Community Day as a whole please use: AWS Community Day. When referring to your specific city please use AWS Community Day [city name]. The primary colors for all text include: #232F3E, #FFFFFF, and #FF9900. The primary font used is Amazon Ember.

# 🞎 Plan Content & Speakers

AWS doesn’t have direct ownership of AWS Community Day content creation and speaker sourcing—content for these events is planned, sourced, and delivered by community leaders with minimal guidance from AWS.

Successful AWS Community Day events typically deliver highly technical content through 60-minute breakout sessions with live demos where appropriate, often in 2 or 3 breakout tracks. Depending on venue layout, a keynote/kickoff talk may start the day. Usually a call-for-papers is distributed, to allow for community members to submit talk ideas. Many organizers use platforms like Papercall.io and Sessionize to advertise a call-for-papers. It is also recommended to post the CFP on the registration website and the registration confirmation email. Local AWS heroes, past meet up speakers, and local AWS Evangelists are also good candidates for speakers. Organizers can also find presentation content in several languages from AWS evangelists on our [AWS SlideShare](https://www.slideshare.net/AmazonWebServices/) or [AWS Twitch](https://www.twitch.tv/aws). If necessary, AWS can provide a speaker, however that should be the exception as the essence of AWS Community Day events is that they consist of community-led talks (and not talks by AWS employees). Contact your local AWS Account Manager or reach out to [evangelists@amazon.com](mailto:evangelists@amazon.com) to request assistance in finding speakers.

# 🞎 Create an Event Website

Each organizer will have a different preference on event registration platforms. We suggest using the community authored templates on GitHub developed by the organizers in Bangalore [[Appendix D].](#_Appendix_D_–) Using this template will allow AWS Community Days to have a consistent look and feel across different cities. Many community leaders find that this provides their event with a sense of legitimacy. However, some organizers prefer to use third party event platforms like Eventbrite and Konfhub as a registration website. Ultimately it is up to the community to decide. Note that it is suggested to ask attendees their company size, industry, job type, and AWS usage type during registration to provide demographic data to sponsors. It is also ideal to have a section or link on the site with a video or photo gallery of each past event. This gives net new customers a glimpse of what they could receive if they attend the next event. Once the event website is published, contact [awscommunity@amazon.com](mailto:awscommunity@amazon.com) to list it on the global AWS Community Day page.

# 🞎 Promote the Event

For promotions, the best practice is to use a multichannel approach. We suggest leveraging email, web, social media, and display advertising to promote the event. However, majority of registrants should come via community Meetup listings and organic word of mouth via community leaders. For instance, organizers can utilize co-workers and friends to sign up early to ignite registrationIf, three weeks prior to the event a significant boost in registration is needed, AWS can execute one promotional email, to a list of leads within a reasonable radius of the event venue. However organizers should not rely on AWS emails to existing leads as the primary means of demand generation.

#### Social Media Promotion

Social media is an amazing tool for demand generation for the event. For instance, posting about speakers, promoting sponsors, and promoting after event activities on Twitter, Facebook, and other social media used locally. You could also create and send ready-to-use marketing materials to encourage sponsors to promote the event on their channels as well.

Please use the [#AWSCommunity](https://twitter.com/search?f=tweets&q=%23AWSCommunity%20&src=typd&lang=en) hashtag to join the AWS Community Day conversation on most platforms. This hashtag was created for AWS Community Days and has seen over 2,500 uses. The community leaders from successful AWS Community Day events recommend it be used ongoing at any community-led AWS events and we’ve already begun to see it being used at AWS Meetups and other AWS community activities.

It is also highly recommended that organizers assign someone to serve as on site event coverage and to record live streams of the event. If necessary, AWS can explore availability to assist by organizing livestreaming via our platform Twitch; contact [awscommunity@amazon.com](mailto:awscommunity@amazon.com) for information.

#### Email Promotion

To attract attendees we recommend at least sending the following emails:

* Registration open email that includes: date, time, location, agenda, why attend and a description of the event
* Reminder email 3 days before to remind attendees to attend, conference logistics (parking, check-in location, etc.), and any requirements needed before arrival. This is especially helpful to free events as registrants have often forget they registered.
* Thank you email after the event with deck/video attachments, upcoming user group events, survey, and sponsor message

\*Organizers often use platforms like MailChimp to send these email campaigns.

Other helpful lead generation emails (or social media posts) include the following:

* Save the date email to get attendees excited
* Speakers announcement
* Last chance email (only if you need more registrations to meet attendance goals)
* Sorry we missed you email with recommendation of upcoming user group events

# 🞎 Develop and Follow a Code of Conduct

To ensure a safe and welcoming environment, it is recommended that all organizers follow the Best Practices listed below as well as publish their own code of conduct. You will find an example of an attendee code of conduct listed below. You will also find a list of several best practices to create an inclusive environment at your event. These inclusion and accessibility best practices were provided by We Power Tech. We Power Tech is an AWS’ diversity and inclusion team established to ensure the future of tech is accessible, flexible, and inclusive. For more information and assistance contact wepowertech@amazon.com .

#### General Organizer Best Practices

* Behave in a way that maintains a safe and supportive environment.
* Abide by the attendee Code of Conduct.
* Comply with all applicable laws.
* Add a refund policy to your website and confirmation email if you are charging for registration.
* Post a privacy statement if you intend to share customer leads.
* Send a similar notice to attendees stating: “If you scan your badge at a sponsor booth, you are requesting to share your name, contact information, title, and company with that sponsor to be contacted by email, phone, and/or post for marketing purposes. Providing the sponsor with your information may involve transferring it to another country. For questions about how the sponsor will handle your information, please contact the sponsor directly or refer to its privacy policy. You may choose not to scan your badge. Contact the sponsor to unsubscribe from the sponsor’s marketing communications.” It is best to include this notice in the attendee’s registration email along with hard copies at the badge pick up station. By law a privacy statement has to visible in advance of lead collection.
* Display signs with your lead sharing policy at all badge scanning locations if you intend to use RFID badges to send customer data to sponsors.
* Include unsubscribe buttons in your emails. It is required by law.
* Do not sell sensitive customer data to sponsors. Only the following fields may be shared with sponsors: name, email address, postal address, phone number, title, and company.\*
* Add a photo release clause to the registration site if you intend on taking pictures of others at the event. In many countries it is illegal to take pictures of others without their consent.
* Utilize the @AWSCommunity Twitter handle to post instead of creating other social media handles. It is advised not to create any social media accounts with AWS in the handle or accounts portrayed as an official AWS account as the AWS brand is trademarked.
* Attempt to reduce paper waste by utilizing apps and digital agendas as well as utilizing eco-friendly swag options.

**\*It is the responsibility of the community leaders to be aware of, and adhere to, the privacy policies applicable in their country. For instance, locations such as Hong Kong and Canada do not allow RFID lead sharing.**

#### Inclusive Best Practices

* Amplify the voices of all technologists including women and those from underrepresented backgrounds such as Black, Latinx, Indigenous, different accessibility needs, LGTBQ+. We encourage you to use the [We Power Tech Speakers Bureau](https://aws.amazon.com/we-power-tech/) which consists of qualified Amazon and AWS technologists from these underrepresented communities. Contact [wepowertech@amazon.com](mailto:wepowertech@amazon.com) for more information.
* Create an inclusive environment for Trans and nonbinary technologists if you’re legally able to in your country. Offer a space for attendees to display their pronouns (ex. he/him, she/her, they/them). Many organizers have provided pronoun buttons or pronoun stickers at registration tables.
* Don’t fall prey to “tokenism,” a superficial effort to include minorities. For example, just because we have one person with a disability on stage that doesn’t mean we can’t have two, and one person don’t represent the opinions of all people with disabilities. All speakers are technologists first, who happen to offer a diverse perspective second.
* Make the event as accessible as possible to those with disabilities. Here are some tips on how to create an accessible culture for both speakers and audiences.
  + For those that are deaf or hard of hearing:
    - look at the person you are talking to, not the interpreter
    - face the person or write things down, don’t raise your voice
    - have a sign language interpreter (or two) available, so they can swaps out for the other
  + For those that are blind or low vision:
    - offer captioning screens on stage and facing the audience, taking the size of the room into account
    - identify yourself and use verbal descriptions
  + For those with physical accessibility needs:
    - ensure your event is equipped with a ramp for wheelchair access

#### Attendee Code of Conduct Example

* You will not engage in any form of harassing, offensive, discriminatory, or threatening speech or behavior, including (but not limited to) relating to race, gender, gender identity and expression, national origin, religion, disability, marital status, age, sexual orientation, military or veteran status, or other protected category. Harassment includes offensive verbal or written comments related to gender, sexual orientation, disability, physical appearance, body size, race, religion, sexual images in public spaces, deliberate intimidation, stalking, following, harassing photography or recording, sustained disruption of talks or other events, inappropriate physical contact, and unwelcome sexual attention. Participants asked to stop any harassing behavior are expected to comply immediately.
* You will not engage in disruptive speech or behavior that interferes with the event.
* You will comply with the instructions of event and venue staff.
* You will comply with all applicable laws.

If organizers believe you are not complying with the code of conduct it is at our sole discretion to remove you from the event. If removed from the event you will not be eligible to receive a refund of any fees related to the event.

# 🞎 Create a Day-of Checklist

* Assign a lead volunteer to assign tasks to volunteers and answer questions as needed.
* Publish a list of set up, maintenance, and clean up tasks for volunteers either digitally or via printout.
* Share a group chat for volunteers to communicate throughout the day to alleviate urgent issues and decease the need to search the building for others.
* Do a walk through or send a recorded walk through so that volunteers are very aware of the day’s activities and can answer questions if needed. Check in desk volunteers should be very knowledgeable of all conference plans.
* Assign a dedicated team to check in and take care of sponsors all day.
* Make sure all volunteers are aware of when: set up starts, it is time to rearrange rooms, clean up starts.
* Create and share a run-of-show document that explains the timing and responsibility for set up, name tag distribution, speaker/food arrivals, speaker introductions, and etc.

# 🞎 Send an Event Follow-up Survey

To continue to improve AWS Community Days, we recommend that organizers collect the following information: attendance goal, final attendance, and an overall satisfaction score (CSAT Score) data about the conference. The follow-up email should include a survey link to be sent to all event attendees. A sample post-event survey can be found in [Appendix F](#_Appendix_F_–). The [lanyard app](#_AWS_Community_Day) also includes a time sensitive survey for attendee to rate sessions in real time see Appendix D. Organizers can use the data fulfilled by the sample questions in [Appendix F](#_Appendix_F_–) to get a glimpse on how to improve the conference. To encourage attendees to fill out the survey, organizers can dispense conference swag after an attendee fills out the survey. Organizers can also provide a link to unlisted link only videos and decks of sessions at the end of the survey. It is also recommended that organizers and volunteers fill out a survey to aid planning and logistics improvements for next year.

# Things You’ll Need to Keep in Mind

There are a handful of essential things which (for many of us), haven’t been obvious and can easily be overlooked when planning. Here’s a list of things you’ll need to keep in mind when you are planning for your event.

* Make sure the date picked does not conflict with major industry events or other AWS Community Days
* Ensure that catering accommodates those with food allergies or dietary restrictions
* Provide easily available A/V power for laptop/device charging
* Test A/V before the event
* Establish how to deal with no shows
* Obtain signage (welcome signs, agenda signs, directional signage etc.)
* Plan for transportation, directions, and parking (including overflow parking options)
* Have a clear and trustworthy point-of-contact representing the venue. Often many unexpected and urgent things happen the day of the event. It’s essential to know who from the venue can be contacted to address and fix venue-related issues in a timely manner
* Make sure to send the slide deck promptly after the end of the event
* Try to offer energy boosting snacks to provide attendees with enough stamina to maintain focus throughout day
* Make sure wireless information is clearly posted in a place that is easy to see and will not move

# Key Learnings

#### Peer-to-peer learning

The community-led delivery of technical content at these events is extremely well received, and 65% of survey respondents stated that they prefer this style of community-led learning vs. a traditional AWS event where talks are led primarily by Amazon employees. We received multiple comments from attendees who were new to AWS events and had a great experience.

#### Plan and communicate twice as much

Remember to communicate early and often. Connect the organizers early on and have regular check-ins or meetings. Find multiple ways to communicate that work for your group. Ask for talks and volunteers as soon as possible. Get in touch with speakers to let them plan, check in, and keep them updated.

#### Create an “Ask an Expert” bar

People enjoy asking questions directly to community leaders! At a few different AWS Community Day events, small booths were set up to give community experts (Heroes and other members of the Community Advisory Board) the opportunity to answer questions and share their knowledge. These have been huge hits.

#### Have clear point of contacts for everybody and everything

If you have multiple session tracks make sure everybody knows about the specific track owner(s). This makes it easier for speakers, attendees and staff to communicate issues directly so they can be fixed. In Germany for example the track owner(s) are responsible for selecting the talks/speakers but also for moderating their track during the event. They are introduced during the “welcome session” and wear a specific shirt during the event to ensure every attendee is aware about who to approach or ask. They also serve as time keepers to make sure sessions don’t exceed the set time.

#### Have a refund system

Even though most AWS Community Days are offered to attendees at no cost, some organizers have found that charging a fee that is refunded when attendees show up to the event helps significantly increase attendance. People are more inclined to come because they paid for tickets.

#### Test all tech

The night before the event, gather a couple volunteers to begin testing electronics that will be used during the event. It is very frustrating to find out the day of that something is not working when it could have been fixed beforehand.

#### Take care of sponsors

Within 48 hours of the event, organizers should email sponsors a thank you, link to a performance survey, and details on how leads will be shared. At least two volunteers should also be assigned to take care of sponsors throughout the conference. Someone should be responsible for checking in sponsors and the other should be responsible for running errands and addressing rising issues sponsors may have.

Appendix

## 

## Appendix A – Growth in AWS Community Day Events

AWS has seen a huge amount of growth in interest in AWS Community Days resulting in 2x the amount of Community Days in 2019.

|  |  |  |
| --- | --- | --- |
| 2018 AWS Community Days | | |
| City | Date | Attendees |
| Seoul, Korea | January 20 | 152 |
| Tokyo, Japan (JAWS-DAYS) | March 20 | 1,400+ |
| Helsinki, Finland | March 22 | 303 |
| Ahmedabad, India | April 14 | 375 |
| Chicago | June 7 | 346 |
| San Francisco Bay Area (Mountain View) | September 12 | 505 |
| Ho Chi Minh City, Vietnam | September 17 | 280 |
| Frankfurt, Germany | September 26-27 | 410 |
| Boston | October 1 | 303 |
| Bangalore, India | October 5-6 | 450 |
| Sydney, Australia | October 19 | 195 |
| Tel Aviv, Israel | December 25 | 215 |

|  |  |  |
| --- | --- | --- |
| 2019 AWS Community Days | | |
| City | Date | Attendees |
| Seoul, Korea | January 25 | 813 |
| Copenhagen, Denmark | February 19 | 300 |
| Tokyo, Japan (JAWS-Day) | February 23 | 1895 |
| Sydney, Australia | March 27 | 120 |
| Melbourne, Australia | March 28 | 120 |
| Manchester, UK | April 2 | 325 |
| Sofia, Bulgaria | May 11 | 510 |
| Buenos Aires, Argentina | June 18 | 320 |
| Chicago, IL | June 20 | 235 |
| Ahmedabad, India | June 29 | 375 |
| Bangalore, India | July 27 | 850 |
| Chennai, India | August 10 | 450 |
| Boston, MA | August 15 | 260 |
| Melbourne, Australia | August 30 | 1096 |
| Hamburg, Germany | September 9 | 462 |
| Mountain View, CA | September 13 | 482 |
| Kolkata, India | September 14 |  |
| Lima, Peru | September 14 | 350 |
| Dublin, Ireland | October 1 |  |
| London, UK | October 8 |  |
| Kochi, India | October 12 |  |
| Rio de Janeiro, Brazil | October 26 |  |
| Kanazawa, Japan | November 20 |  |
| Tel Aviv, Israel | December 18 |  |

## Appendix B – Sample Attendee Feedback from AWS Community Day Events

*“This was my first conference as a professional software developer. I had a great time and thought it was run very well. Got a lot of new ideas and learned as much or more just from talking to people outside of the sessions as I did in them. Would attend again.”*

*“First ever AWS event I've attended - found it extremely valuable. Speakers, community leaders, and attendees were very approachable and made for great conversation. My organization will benefit tremendously from my attendance.”*

*“Amazon thank you so much for supporting community events like this. It makes me respect you as a company more. Community organizers, thank you so much for a great day filled with very rich, pertinent content. I learned so much.”*

## Appendix C – Sponsorship Package Example

\*Note this is an example of a sponsorship package but it can be adjusted to fit the needs of the local market.

#### Sponsorship Tiers

* Platinum $7,100 + tax
  + Physical event presence
  + Logo on event website
  + RFID badge scanner
  + Sponsor thank you at keynote
  + Logo on all signs, posters, demand generation emails, and schedule
  + Featured in one pre event email
  + Ability to distribute swag from respective booth
  + Logo, description, and link on event website
  + A shout out on event social media
  + Logo and CTA in post event email
  + Brand inclusion on attendee lanyards
  + 10 complimentary passes
* Gold $4,300
  + Physical event presence
  + Logo on event website
  + RFID badge scanner
  + Sponsor thank you at keynote
  + Logo on all demand generation emails
  + Ability to distribute swag from respective booth
  + Logo, description, and link on event website
  + A shout out on event social media
  + 5 complimentary passes
* Silver $2,200
  + Physical event presence
  + Logo on event website
  + RFID badge scanner
  + Sponsor thank you at keynote
  + Ability to distribute swag from respective booth
  + Logo, description, and link on event website
  + A shout out on event social media
  + 3 complimentary passes

#### Terms and Conditions

* Benefits are indicative of sponsorship payment
* Organizers reserve the sole discretion to modify the deliverables at anytime
* Sponsors are free to have custom booths
* Platinum sponsors will receive the largest booth followed by gold and then silver
* Sponsor promotion on signage begins 7 business days after payment is received up until the end of the event. This is subject to change at the discretion of organizers.

## Appendix D – Registration Website Templates

Below are website templates developed by organizers in Bangalore which has been used by many AWS Community Days so far.

#### AWS Community Day Website Template:

<https://github.com/awsugblr/community-day-2019>

#### AWS Community Day Agenda And Feedback App:

<https://github.com/antstackio/lanyard>

#### AWS Community Day Lucky Draw Alexa Skill:

<https://github.com/awsugblr/cd2019-luckydip>

## Appendix E – Other Resources

AWS Community Day Creative Assets and Style Guide <https://amazonwebservices.app.box.com/s/d44m6h65vgne1fmusstt3z3k20dmp4pj>

#### Amazon Web Services Contact Info:

Email [awscommunity@amazon.com](mailto:awscommunity@amazon.com)

Connect with your local AWS marketing or Technical Evangelist contact.

#### We Power Tech:

Email [wepowertech@amazon.com](mailto:wepowertech@amazon.com)

https://aws.amazon.com/we-power-tech/

## Appendix F – Survey Questions

Note this is only an example of possible 10 questions to ask attendees post-event.

1. Overall, how satisfied were you with this AWS Community Day [insert city]?

* Extremely satisfied (5)
* Very satisfied (4)
* Moderately satisfied (3)
* Slightly satisfied (2)
* Very dissatisfied (1)

1. How effective were the speakers in delivering the content?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Session | Highly effective (5) | Very effective (4) | Moderately effective (3) | Not effective (2) | Very ineffective (1) | N/A |
|  |  |  |  |  |  |  |

1. How effective was the content in meeting your learning objectives?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Session | Highly effective (5) | Very effective (4) | Moderately effective (3) | Not effective (2) | Very ineffective (1) | N/A |
|  |  |  |  |  |  |  |

1. Please rate the XXXXXX session, presented by XXXXXXX

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Session | Extremely satisfied (5) | Very satisfied (4) | Moderately satisfied (3) | Slightly satisfied (2) | Very dissatisfied(1) |
|  |  |  |  |  |  |

1. Did you find the session duration of this AWS Community Day to be

* Too short (1)
* Just right (2)
* Too long (3)

1. What was your favorite aspect of this AWS Community Day [insert city]?

(Free form)

1. What can be improved or what else would you like to see at an AWS Community Day [insert city]?

(Free form)

1. How likely are you to recommend AWS Community [insert city] to your friends or colleagues?

* Very likely (5)
* Somewhat likely (4)
* Neither likely nor unlikely (3)
* Somewhat unlikely (2)
* Very unlikely (1)

1. What is your current role?
   * Mobile app developer
   * IT security software developer
   * IoT developer
   * JavaScript developer
   * Cloud developers
   * Full stack developer
   * Machine Learning developer
   * DevOps engineer
   * UX/UI developer
   * Other
2. How long have you been developing with AWS Products or Services?
   * 0 years
   * 0 – 2 years
   * 3 – 5 years
   * 6 – 10 years
   * 10+ years