\*\*\*Welcome to the Meetup Kit 3.0 Guide. This document will waou through the purpose and structure of a meetup, as well as the other resources in this folder. Here is a place for the first-time Meetup organizer to gather many of the resources they need to carry out a successful event and begin to grow a vibrant Holochain community. For further details about meetups and other types of events, feel free to contact events@holo.host.\*\*\*

**Folder contents**

1. This document -- description of Meetup and structure blueprint
2. Promotional materials:
   1. Copy
   2. Photos
   3. Holo/Holochain logos and other graphics
3. Collection of slides for presentations
4. Videos presentations
5. Activities
6. Discussion points

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**Meetup** **FAQ**

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### What is a meetup?

We at Holo use the generic term “meetup” to refer to a gathering of people to a) discuss Holochain, or b) work on Holochain apps. Compared with other, more involved Holochain events—such as a hackathon or workshop—meetups are short in length, typically about two hours.

We provide structure for three main types of meetup:

1. Introduction to Holochain
2. Go Deeper: Key concepts and App Design
3. Build Night

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### Why hold a meetup?

A meetup is a great way to introduce new people to the Holochain project, to discuss new ideas for applications built on the Holochain protocol, and to gather people to actually build apps, without the time and resource commitment of a larger event, like a hackathon. We recommend organizers hold several meetups before organizing a hackathon, as a strong meetup presence lays the foundation for a fruitful hackathon later on.\*   
  
Meetup are also great for forming local networks, developing local projects, and maintaining community.  
  
\*[We expect hackathons attendees to already be familiar with the concepts and architecture of Holochain]  
  
Objectives of a meetup may include:

1. Create awareness and educate participants about Holochain and related projects
2. Advance discussion to creation phase
3. Support developers, designers, business people, and other in building apps
4. Build capacity for a Holochain Hackathon

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### What is required to organize a meetup?

1. A strong organizer with the skills and energy to pull off a great event
2. A tangible demand for such an event
3. A venue that can accommodate the expected number of guest -- likely 15+
4. A thoughtful game plan that will lead to the desired results
5. Promotion of the event
6. *That’s it!* Extras might include Internet, snacks, A/V equipment, and a white board.

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### Looking for support from others in your area?

Some suggestions:

1. Create a city, country or region specific channel in our chat -- chat.holochain.org, (example: Shenzhen, Southern Florida, or Brussels). On the side sidebar you can click the "+" next to "public channels" and create such a channel. Then I would announce the channel's creation in the "announcements" channel -- make sure to include the hashtag #announcement or @all in order for the system not to delete the post. If you have any trouble, send a direct message to @greg or @pauldaoust.
2. Create a meetup.com account for your area. This meetup folder includes copy, logos and other media that can be used. We can then promote the page via our social media to ensure maximum exposure.
3. Do a little research on student groups at local universities, as well as professors and researchers studying blockchain. Universities are great resources for these kind of gatherings once you get your foot in the door. Perhaps there's already a professor interested in our project, if not, let's send them materials to spark their interest. Student groups might be thrilled to organize and host such a meetup.
4. Search for other blockchain groups in the area on meetup, facebook, or whatever platforms are more popular in your area. Oftentimes blockchain clubs are interested to include a holochain evening in their program schedule. With enough interest at one of these groups, you may be able to spin off an independent holochain meetup.
5. Other groups that may be interested to host or help organize holochain gatherings include dev shops, local start-ups and software companies, or co-working spaces.

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### Promotion -- How to create a meetup?

Once you’ve obtained a venue for your meetup, you can begin to promote. We suggest creating an event page on Eventbrite.com, [meetup.com](http://meetup.com/), Facebook, or another platform that is popular locally. (you can also employ several of these) You will find in the Meetup Kit copy, photos, and Holo/Holochain graphics that can be used to populate your event page(s), adapted for your local context. We recommend you promote via whatever email networks, facebook groups, social media, and other means available to you.   
  
Share your event with events@holo.host and we will promote via our public-facing channels: Telegram, Facebook, Twitter, Mattermost, and possibly others.   
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### What’s a meetup program?

We encourage organizers to commit to holding a series of meetups, thereby creating the conditions for a Holochain community to grow and thrive. Meetups might meet once every two weeks, once a month, or once every two months, for example. An organizer may want to hold alternating “Intro to Holochain” meetups with more advanced discussion and work groups.   
  
Please consult Greg or Bear at events@holo.host to discuss organizing a strong meetup program.

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### Who from the Holo team will attend my meetup?

Our goal is to grow the holochain ecosystem globally over the next 2 years, with each community bootstrapped so that we build deep commitments first and grow from there. To deliver this strategy our core team don’t travel to meetups, instead the team support meetup organisers run great events. We build community with the skills and knowledge of holochain to run meetups themselves and we connect meetup organisers so people can share information. If you believe the community really wants to meet someone from the team on the first meetup we can organise a video link. As the community grows then we run hackathons and intensives where members of the core team will join.

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### Do I need to arrange for a translator?

In cases where a member of our team presenting does not speak the language that the majority in the room speak, a translation

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### Are there videos of previous meetups that I can use as a reference?

Some of our communities have shared meetups they have run in the past, here are a selection of those:

* Melbourne Australia Meetup - [https://www.youtube.com/watch?v=wP7f76h-3gU&t=1s](http://email.sender.holo.host/c/eJwdjsuugjAARL-m7CR9QAuLLhBijCZIjCZXN6ZQoChQlfLw7603mUwyZzEzktOwgDh3Gh5H0bI70u3IxD25LmZBr9MpzQBe54Aky1TG-_uh6242PG9llvZJ_En_LnkNPNiJpnXrfy905ygOPSlhwMIQwaCCgcSk8lFVep7PEILUd1qujHkOgEQAb6zmeXY_ejRjXv4qfkSYQgGymezgnLGKUbUi9RlgaixBg_PmUkyNdIV5NP2ge_tD6Va7Sg_mC0yYQ7A)
* Byron Bay Australia Meetup - [https://www.youtube.com/watch?v=hXM0GCastPk&t=570s](http://email.sender.holo.host/c/eJwdjk2PgjAYhH9NOZJSkNpDDyzE3awRycaD64W0pVoUqNqXD__91k0mk8xzmJmGp0xhIoOW51m2fP-kXyMV1-K0wBI9DoeyQuRDorhYJp1vr_u-r32417oqhyJ_lcdfeUEJ7kXbhZd_V7YPDJcRZSzBK4kb6u0cn5nWa4kTFlGlCAk6bgDuDsUZIhuveZ7Dlx1hlPpd8SYClEHxZvKD5rjDn7lwUN0QScGTFcUuePJGTG0TCri1g7ODf2JsZ0NjHfwBLxtFTw)
* Meetup introduction video - [https://www.youtube.com/watch?v=R3c5yf5n9jc&t=1s](http://email.sender.holo.host/c/eJwdjr0OgjAAhJ-mjKS0UGXogBBjNEFjHNTF9A8LAlUpf29vMblcct9wd5KSWEDEvZKmSTLtz2TXr1iV3Sc7BZ_LJT8BtOEAZ9Og0kN1bJqHC--HOuVtls759cafIIQNK2v_-XdhGk9TgiFkYbiOlAoJlxgjGTFWSKiwwyjwaqqtfXcAJwBtncZx9GfT256rpWIhzAoN8HZwg2csormI2rgSABHrSNB5XyrZUEqf2VfZdqZ1P7Spja9NZ3-v-UTV)
* Mozilla, Mountain View, Meetup video - [https://www.youtube.com/watch?v=NWTUk7QvMQY&list=PLOuXrtFJO6zVm52OuIbOcQ9JtFuyVs5YW](http://email.sender.holo.host/c/eJwdjktvgzAAg39NOCKWLGEcODAQ2tjGY2Jt2aVKCJS0QLom4bFfPzrJsuTvYJv7xKsdyCzhh0GwJJ_kxbj0HH0venn4Kcs0B_CZARQtUxO-nbNhOG7hemzydIzCNT1U7AQenYGK3j79ey0Hq_M5RxQxBFuXtK2DXeJhhzbeEyYU1x5qrN7vtL4qgAIA403zPNurNNqw5l5xJ1TXHUDxtA2m-_Lr4hbTR1EBSHqh9Abz98wcbjpOMvK7GzDMzCvL6sJLdGzWncLV3rr5nE6C21RfxKjkuF3tZC_tTir9Bw6sUUs)
* Austin Hackathon Intro w/ slides - [https://www.youtube.com/watch?v=H33\_0gIuKlI&t=2116s](http://email.sender.holo.host/c/eJwdjsuugjAYhJ-mLEkvpMiiC4QYLwnHnLjwuCF_S6UoUJVy8e2tJ5lMMt9iZirBE4WpDBqRpemy_-XbMYZbflncQp6nU3FEdC0Ry5dJZ4fbT9eVPjxKfSz6PHsX5z9Zowh30LRh_e_KdoERoHRy5ZKATEDGElQUx5jqCtgKE76CoBXGuceAWIroxmue5_BtRzdK_a34EnDKILaZ_OCWsRLXu_HQ7hDlzhNKCB-Cl6hgaqoQ3L3pB9v7K8a2NjR2cB_MiUX3)

You'll notice in each of these videos there is a Holochain team member presenting the project, as there is someone in the core team that lives locally, or the meetup was run as part of a hackathon.

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### Is there a budget to support meetups?

Our aim is to empower local groups to do whatever works for them in their context. Our desire is self-motivated, self-organising groups. We don’t have a budget for meetups, but we support organisers to run great events with materials, strategy, inputs from holochain team and a place to network and share experiences.

Once the community is ready then we will come and run a hackathon bringing in our developers and facilitators to take the project to the next level.

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## **Structure of a meetup**

### First meetup

Generally a first meetup includes a presentation of the project and a vibrant discussion to go deeper. This easily fills two hours. Ideally, someone local can present Holochain (great for building local capacities). This Meetup Kit contains sample slide that you can use to make your own slide deck.   
  
Alternatively, or in addition to a presenter, you can show a video introducing Holochain (there are a variety of options here, including [short videos](https://www.youtube.com/watch?v=hyCtYrHJebs&t=36s) and [longer ones](https://www.youtube.com/watch?v=H33_0gIuKlI&t=2130s)). Other agenda items might include small groups beginning to discuss dApp ideas and design together, and a Q&A with a Holo team member, though these options may be better suited for a second meetup.

First meetups are a way for the community to understand holochain, get to know each other and think about how to consistently build the holochain community. To support that we provide you with introductory materials to holochain, and some ideas for how to get to know each other and how to set up your first few meetups to lay a foundation of success.

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## Here are our intro materials

## Please join our meetup organiser group so you can learn from our community

## Please view our recommended first 10 meetups and slides to use at each

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## Remember, a vibrant community relies on: a great and committed organiser and team, a group of developers desperate to build on the platform, connections to local unverisities and university students and access to the local angel and VC network. These relationships will set you up for success.

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## For your first meetup we recommend the following format:

## Welcome and drinks

## Present introduction to holochain

## Questions for holochain team via video link

## Get into groups and discuss things you want to build

## Networking

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